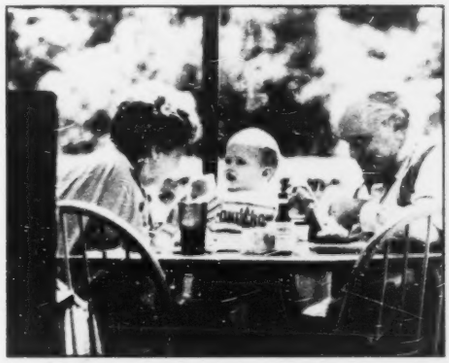
Monday, July 21, 1986

Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections, Section 1.



Ponderosa gets 'family feeling'

Ponderosa is boosting tv spending 40% to back its new "family feeling" campaign. The tv and print effort, positioning Ponderosa as a family restaurant, is the first work from Lowe Marschalk's New York and Cleveland offices, jointly assigned the $21 million account in April. *(See story, Page 3.)*

New network would chase 'MNF' if ABC bails out

Fox seeking grid lock

By ROBERT RAISSMAN

Fox Broadcasting Co. says it will try to fill a third night in its fledgling fourth tv network with "Monday Night Football" in 1987 if it can avoid setting off a bidding war.

Speculation persists that ABC-TV will not bid to renew "MNF" unless there is a substantial rollback in rights fees. ABC lost a reported $40 million on "MNF" in 1985 and is expected to lose millions more this year.

The National Football League's five-year, $2.1 billion broadcast contract with the three tv networks expires at the end of the 1986 season.

"We look at 'Monday Night Football' as a programing element that could be very beneficial to Fox," said FBC president Jamie Kellner. "However, the only way it would come to us is if ABC decided from a programing standpoint it was damaging, which it is, to their prime time schedule and they would rather go with series programs."

Under new owner Capital Cities Communications, New York, ABC Sports has been following a strategy that remains committed to sports only if it is competitive with other programing as a profit generator.

In the past few months, ABC Sports has failed to renew its contract with the College Football Assn. (ABC has broadcast college football for 23 years). A deal might yet be made, however, or ABC could try to raid CBS' current lineup of Big 10 and Pac 10 games.

ABC also has let it be known that it may not pick up "Monday Night Baseball" after the 1989 season. CBS exec vp Neal Pilson reportedly told Major League Baseball commissioner Peter Ueberroth during last week's All-Star Game that CBS would be interested if ABC drops the games.

Stephen Solomon, Capital Cities/ABC senior vp-sports planning, said all ABC's moves were predicated on bringing a "marketplace reality to the sports business." He said ABC has actually added to its sports programing. "We added the Belmont [one of the Triple Crown thoroughbred horse races] and college bas-

(Continued on Page 78)

Simmons, Scarborough split

Both companies planning '87 ratings studies

By WILLIAM F. GLOEDE

NEW YORK—Simmons-Scarborough Syndicated Research Associates, the supplier of syndicated research used in virtually all national newspaper advertising buys, is no more.

Simmons Market Research Bureau, owned by JWT Group, said it has terminated the partnership with Scarborough Research Corp. that created Simmons-Scarborough Syndicated Research Associates in 1984.

The companies came together in response to pleas from the newspaper industry for a single, comprehensive syndicated study of newspaper audiences in the top 50 markets. It conducted the 1985 Newspaper Ratings Study now in use at 104 major advertising agencies.

SMRB said in a letter mailed July 18 to subscribers to the 1985 study that it plans to conduct its own newspaper ratings study independently of Scarborough later this year for publication in June, 1987.

SMRB president Frank Stanton said the partnership had been ended as of July 17. But Harold Israel, president of Scarborough, said the partnership "as it stands now, is still in effect," and he questioned whether SMRB had the authority to unilaterally terminate the arrangement.

The falling out between the two research suppliers apparently stems from the differing business philosophies of SMRB and Scarborough and the differing personalities of Messrs. Stanton and Israel, sources in the research business said. "I guess that people who know these folks are not surprised," said one source.

Mr. Israel has been seeking new investors in his company and has

(Continued on Page 78)

Tobacco critics start battle for ad restrictions

By STEVEN W. COLFORD

WASHINGTON—Cigaret advertising critics in Congress built momentum last week for a showdown with the tobacco and advertising industries on Aug. 1.

But a decision to keep Surgeon General Everett Koop from attending last week's anti-tobacco hearing before the House health and environment subcommittee may give some encouragement to advertisers and tobacco marketers when they get their day in the sun.

Last Friday's hearing, devoted to opponents of tobacco advertising, produced little new in testimony from the American Medical Assn., Captain Kangaroo and other witnesses.

The committee is considering whether to recommend restrictions on the $2 billion tobacco marketing industry.

Only five of the committee's 25 members attended the opening hearing, which heard opponents of tobacco ads present their case.

Committee chairman Henry Waxman (D., Cal.) is committed to pressing for some restrictions. Whether his committee will recommend an outright ban, a limitation on imagery or the elimination of the tax deductibility of tobacco ad expenditures may not be known until 1987.

For the first time, the issue of tobacco advertising percolated to the top levels of President Reagan's senior advisers last week. At the urging of White House chief of staff Donald Regan, the Office of Management & Budget blocked plans for Mr. Koop to testify at Friday's hearing. His prepared remarks supported a tobacco ad ban.

Mr. Koop, who had asked to speak for the Reagan Administration, is expected to testify Aug. 1 when the hearings resume. But the White House may send along other spokespersons to argue against an ad ban on legal grounds. An administration spokesman last week went to some lengths to explain that OMB director James Miller III opposed a tobacco ad ban when serving as chairman of the Federal Trade Commission.

The principal argument advertisers plan to use next week—that the First Amendment proscribes a ban of truthful advertising for a legal product—was disputed at last week's hearing by the American Medical Assn., which cited the recent Supreme Court decision upholding a ban on casino ads in Puerto Rico (AA, June 16).

There was little new in the testimony of the anti-tobacco forces. The AMA and others claimed the

(Continued on Page 8)

Top 50 'brand' agencies

Which are the top agency "brands"—agencies operating under their own names, without subsidiaries or affiliates or non-advertising divisions? ADVERTISING AGE peeled away all the other-named units from its agency income issue of last March to devise a new list of agency brands, based on 1985 billings. The complete Top 50 table is on Page 65. The top 10:

1 J. Walter Thompson Co.
2 Leo Burnett Co.
3 DDB/Needham Worldwide
4 Ogilvy & Mather
5 Foote, Cone & Belding
6 Bozell, Jacobs, Kenyon & Eckhardt
7 Young & Rubicam
8 Grey Advertising
9 D'Arcy Masius Benton & Bowles
10 DFS Dorland Worldwide

Last Minute News

Grand Union is shopping for new agency

ELMWOOD PARK, N.J.—Grand Union Co. will hear presentations this week from Lowe Marschalk, New York, and Young & Rubicam/Zemp, St. Petersburg, Fla., to handle its expanded $10 million-to-$15 million image ad account. The supermarket account is currently at Grulich-Koenig Advertising, Miami, a $10 million shop that has been handling it for the past three years.

Northwest Orient-Grey split reported

MINNEAPOLIS—Northwest Orient Airlines has fired Grey Advertising, sources say. Grey was named only months ago to the estimated $50 mil-

(Continued on Page 8)

NEWSPAPER

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HIGHLIGHTS

Breakup for researchers 1
Simmons-Scarborough Syndicated Research Associates, the supplier of syndicated research used in virtually all national newspaper advertising buys, is no more. Simmons Market Research Bureau said it has terminated its partnership with Scarborough Research Corp.

Fox kicks off 'MNF' chase 1
Fox Broadcasting Co. says it will try to fill a third night in its fledgling fourth tv network with "Monday Night Football" in 1987 if it can avoid setting off a bidding war. Speculation persists that ABC-TV will not bid to renew "MNF" unless there is a rollback in rights fees. ABC lost a reported $40 million on "MNF" in 1985 and is expected to lose millions more this year.

Cheering up Big Blue 3
J. Walter Thompson USA and Lord, Geller, Federico, Einstein will start work on IBM Corp.'s consolidated $150 million domestic ad business facing a stiff challenge: Restore an aura of invincibility to the computer giant's tarnished image.

McNeil challenges Bristol-Myers 3
Johnson & Johnson's McNeil Consumer Products Co. challenged Bristol-Myers Co. in court last week over a tv spot for B-M's Nuprin pain reliever that claims two Nuprin tablets are stronger than J&J's Extra Strength Tylenol.

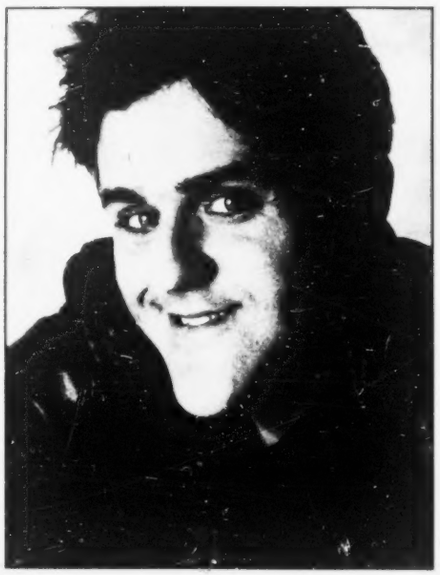
A jolt for Jartran 4
A court decision upholding a record false-advertising judgment against the Jartran truck-rental company may raise the stakes for marketers engaged in comparative campaigns, ad industry lawyers said last week. But some legal authorities believe the case is so unusual—and the violations so blatant—that the $40 million damage award won by U-Haul International will not have a chilling effect on advertisers that exercise appropriate controls on ad copy.

K-C slims down Huggies 69
Kimberly-Clark Corp. has responded to Procter & Gamble's "thin" challenge in the $2.8 billion U.S. disposable-diaper market, introducing a thin, superabsorbent Huggies diaper into Memphis and Kansas City.

New deal for Coke's Dyson 77
The man who has played a key role in guiding Coca-Cola USA into the 1980s will now focus on a new $3 billion company-controlled bottling operation. Brian Dyson, who has led the restructuring of Coca-Cola Co.'s franchised bottlers as president of Atlanta-based Coca-Cola USA, was named last week to head a new bottling operation that will account for almost a third of all Coca-Cola soft drinks sold in the U.S.

FEATURES

Comic relief 38
Jay Leno is the hottest and most down-to-earth comedian in America today. Hailed as "The



Bruce Springsteen of Comedy" (to which his stock reply is "I don't come from New Jersey and I'm not on fire") or a mixture of Sylvester Stallone and Stan Laurel (to which his reaction is equally disdainful), Leno is a combination satirist, court jester and social commentator, with the appeal of the boy next door.

The word according to Musto 42
Michael Musto's word on New York's Downtown art and club scene is gossip—no, gospel. As a columnist for the *Village Voice* and author of the definitive (for the moment) "Downtown," Musto reports from the vanguard of the would-be avant-garde, that ill-defined melange of performance art, art-art and fashion.

INTERNATIONAL

GGK lands a star 52
GGK, one of the most creative European agency groups, is expanding its international operations and has launched a global hunt for creative talent. The agency's first coup came earlier this month when it lured Washington Olivetto, Brazil's top creative director, away from Duailibi, Petit, Zaragoza Propaganda. Mr. Olivetto, an award-winning, internationally known creative talent, will end his 13-year tenure at DPZ to direct GGK's Sao Paulo office.

Nuclear furor in U.K. 53
British Nuclear Fuels, operators of the U.K. government's nuclear energy program, is using its first tv and print campaign to issue 9 million invitations to visit its nuclear fuel complex. At the same time, an antinuclear tv spot by the environmental group Greenpeace was deemed political by the Independent Broadcast Authority and was banned.

OTHER NEWS

The $246 million sale of Seven-Up Co.'s international operations to PepsiCo may result in the adaptation of Seven-Up's domestic ad campaign to non-U.S. markets. It also will hasten the expansion of the 7UP brands to new countries, including China, Japan and new markets in Africa and Mexico. Page 6.

American Airlines was one of several advertisers that modified ad claims after being reviewed last month by the National Advertising Division of the Council of Better Business Bureaus. Page 12.

Consumers ended the first half of 1986 feeling much more festive and hopeful than most economists did, the Advertising Age National Poll found. Economists were sounding doubtful about the fiscal future, but consumers were even more upbeat in the second quarter than at the beginning of the year. Page 33.

Tribune Co.'s $200 million purchase of the Daily Press Inc., Newport News, Va., marks its first newspaper acquisition in the 1980s era of soaring newspaper purchase prices. It is the most that the company has ever paid to acquire a newspaper operation. Page 36.

Aldus Corp., whose PageMaker software leads the desktop publishing industry, is staking out the business market with a national print campaign. The one-product company is counting on increased demand and acceptance by the business community of Apple Computer's Macintosh for which PageMaker was designed. *In regional news.* Page 58.

Donnelley Marketing is responding to the reintroduction of Metromail's Red Letter, a cooperative couponing envelope, by beefing up its own Carol Wright program. *In Promotional and Direct Marketing.* Page 60.

David Ogilvy called it the best birthday present he ever received. The gift was a 150-page book, a collection of previously unpublished memos, speeches, lists, photographs and Ogilvy-isms collected by the Ogilvy & Mather staff. The book was given to Mr. Ogilvy on his 75th birthday. Page 82.

SPECIAL REPORT

Distillers are pinning their hopes on sweet, low-calorie alternatives and mixed concoctions of their traditional brands as distilled spirit consumption continues to slide. Special Report examines some of the industry's survival tactics.

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Conflict bedevils B&S in Chicago

By JULIE FRANZ

Divesting Backer & Spielvogel's Chicago office is one of several options Saatchi & Saatchi is considering to satisfy a Quaker Oats-General Mills conflict among three of its agencies, according to sources.

The conflicting accounts are Backer's $75 million in billings from Quaker and the combined $150 million in General Mills billings at Ted Bates Worldwide subsidiary Campbell-Mithun, Minneapolis, and DFS Dorland Worldwide, New York. All three agencies are part of the Saatchi & Saatchi network.

But B&S president Carl Spielvogel says he has no intention of resigning the Quaker accounts or

(Continued on Page 78)

Creatives take aim at drugs

By STEWART ALTER

New York—Imagine a new creative superpower agency called Beaver, Berry, Clow, Dusenberry, Ernst, Fizdale, Gargano, Honig, Lenz, Levenson, Manning, McElligott, Moss, Reinhard, Riney, Robinson, Rydholm and Siano.

A facsimile of that agency opens shop today at the headquarters of the American Assn. of Advertising Agencies with a singular mission: End the use of illegal drugs in America.

The three-year, $1.5 billion anti-drug public service campaign, originally conceived by the Four A's and now a joint agency/advertiser project (AA, June 23), moves beyond

(Continued on Page 82)

West Coast news

New Mazda tv ads set next month

Mazda Motors of America, Rancho Dominguez, Cal., is filming six new tv spots featuring spokesman James Garner for the fall, including an ad with Los Angeles Raiders running back Marcus Allen. The latter spot, which shows Mr. Garner, a longtime Raiders fan, with Mr. Allen on a football field, will break on network and spot tv during the National Football League exhibition season in August. The car company has extended its contract with Mr. Gar-

(Continued on Page 82)

Pepsi may export 7UP's U.S. campaign

'Marriage made in heaven': Beeby

By GARY LEVIN

The $246 million sale of Seven-Up Co.'s international operations to PepsiCo may result in the adaptation of Seven-Up's domestic ad campaign to non-U.S. markets. It also will hasten the expansion of the 7UP brands to new countries, including China, Japan and new markets in Africa and Mexico.

Robert Beeby, president of PepsiCo International, told Advertising Age that the purchase of all non-U.S. brand rights as well as two Canadian bottling plants from Philip Morris Cos. was a "marriage made in heaven" and the prime reason PepsiCo sought the entire Seven-Up beverage business (AA, Jan. 27, *et seq.*).

The Federal Trade Commission earlier decided to try and stop, on antitrust grounds, Purchase, N.Y.-based PepsiCo's proposed $380 million acquisition of Seven-Up Co. PM then canceled that deal rather than fight the FTC.

The international acquisition, which does not require U.S. approval, gives PepsiCo an immediate 17.8% boost in international sales.

"It was our destiny, and that's why we made a preemptive strike to get it before it went [back] on the market," Mr. Beeby said.

Mr. Beeby also said the company is giving a "careful look" to international expansion of Citrus 7, a 10%-juice-added soft drink now in midwestern and western U.S. test markets (AA, March 3, *et seq.*).

While stating that he may adapt Leo Burnett USA's "Feels so good comin' down" domestic campaign in overseas markets, Mr. Beeby added that he's "not too impressed" by the same agency's current international work. Burnett won Seven-Up's international business in 1983, but only last year picked up the $45 million domestic account from N W Ayer, New York (AA, June 15, '85).

Although Mr. Beeby said he has

(Continued on Page 77)

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Bell to 'Modern Healthcare'

Chicago—Clark Bell has been named editor of *Modern Healthcare*, effective July 28. He replaces Donald E.L. Johnson, who resigned to open his own consulting business.

In announcing the appointment, publisher Charles Lauer stated that "Clark Bell's extensive background in business journalism will assure the continuation of *Modern Healthcare's* tradition of quality business news reporting. He will add a new dimension to our editorial direction as we enter our second decade of publishing under the Crain Communications banner."

Crain Communications Inc. publishes a variety of business publications, including Advertising Age.

Mr. Bell joins *Modern Healthcare* from the *Dallas Times Herald*, where he has been executive business editor since 1984. Previously, Mr. Bell was with the *Chicago Sun-Times* as marketing columnist for four years, after serving as consumer affairs editor from 1978 to 1980.

A graduate of Drake University with a bachelor's degree in journalism, Mr. Bell had an Alfred P. Sloan Foundation Fellowship in Economics Journalism at Princeton University, and earned his master's degree in urban studies at Chicago's Loyola University.#

CORRECTIONS & CLARIFICATIONS

- N W Ayer/Chicago billings figures used in an agency income issue (AA, March 27, P. 24) and a subsequent story on personnel moves (AA, July 14, P. 71) were incorrect. The agency says the office bills $75 million.
- Iconic Publicidad, not McCann-Erickson, lost the $1 million Moctezuma Superior beer account in Mexico (AA, May 19, P. 70).
- The correct cover price for *Toy & Model Trains* (AA, June 9, P. 68) is $2.95.
- United Media Licensing now has more than 40 licensees for its Wrinkles character, rather than 20 (AA, June 30, P. 26).#

On Sept. 17, 1987 the most revolutionary document ever written will be 200 years old: Our Constitution.

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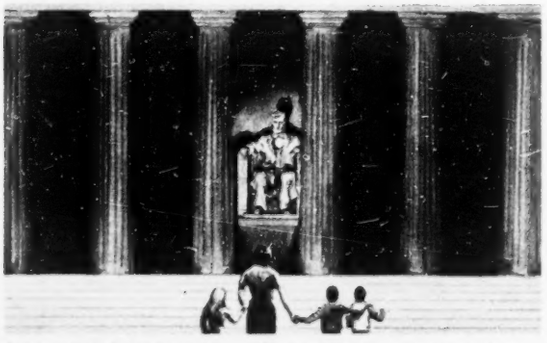
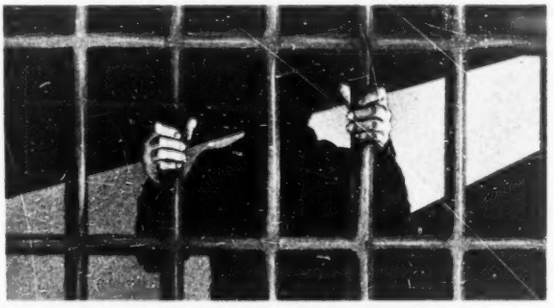
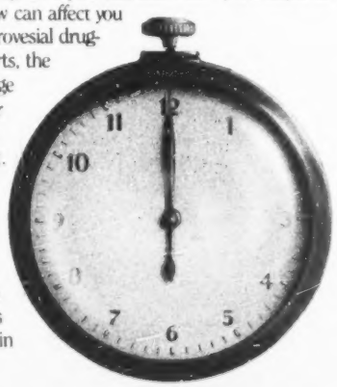
2 Primetime Specials: A rousing celebration with a medley of Sinatra favorites from the Boston Pops, a singalong, the 1812 Overture, and 4th of July Fireworks worthy of a 200th Anniversary. A smashing gala celebration, with the best stars in the entertainment world. And more, more, more.



4 Student Specials: National celebrities star with the children themselves in four 1-hour features on the real problems of children. Like drugs, students rights, teacher searches, and just plain growing-up.



4 Adult Documentaries: On nationally-publicized legal cases and their effect on the friends, families and attorneys involved. Programs like "What Price Justice," hosted by Ken Howard, discuss such famous cases as Claus Von Bulow, as well as many others. Every program hosted by a major celebrity, on topics that show how yesterday's news can affect the way the law can affect you tomorrow. Like the controvesial drug-testing programs in sports, the military and in many large corporations. The power of government and how the Constitution limits it.



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Future looks bright, green for Americans

They're feeling more hopeful, affluent

By LEO J. SHAPIRO and DWIGHT BOHMBACH

Consumers ended the first half of 1986 feeling much more festive and hopeful than most economists did, our Advertising Age National Poll finds. Economists were sounding doubtful about the fiscal future, but consumers were even more upbeat in the second quarter than at the beginning of the year.

Economists worried about a stubborn unemployment rate, despite 1.1 million new jobs added in the first half of 1986. However, our nationwide poll of 1,352 adults found consumers less concerned about recession/unemployment in each successive month of the second quarter.

Economists fretted over consumers' increasingly heavy debt load—now 19% of disposable income, the biggest installment bite since 1979.

But if consumers have been losing any sleep about debt loads, they didn't show it in June. Two out of three households (65%) called this "a good time to make major purchases." One in three (30%, the highest per cent since measurement began in 1975) had a major purchase in mind to take advantage of current prices.

Also, 37% were ready to borrow or use credit for major purchases, the highest level since April, 1986.

Consumer purchases of major goods have been on and off lately. Most Americans have the means and the patience to wait out the market until they see prices they can afford and a favorable deal.

However, when you compare our second-quarter data for consumers under age 40 and those over 40, it's obvious that there is a powerful potential demand for additional credit and major goods, especially among younger households *(see chart)*.

Cars and housing

One in five households was considering borrowing for a car during June, up five points from May.

One in eight (12%) was ready to borrow for housing in both months. Nevertheless, new-home sales fell sharply in April and May. Mortgage interest rates were up, mortgage approvals slow and the average price for a new home had climbed to $116,100—18% higher than a year ago.

Considering all those negative forces, the very fact that so many families persist in planning to buy housing shows how strong the demand remains. While the per cent planning for housing dipped month to month to 15% during the second quarter, the over-all quarterly average was still three points higher than in the first quarter.

Other major goods

Planning to buy major goods during the coming year increased between the first and second quarters in six out of nine major-goods categories: 17% of households reported they may buy housing; 19%, a used car; 26%, furniture; 15%, major appliances; 14%, carpeting, and 43%, hotel accommodations.

Planning to buy color tv and air travel was unchanged from the previous quarter. Planning to buy a new car ticked down a point.

A key factor in consumers' increased inclination to borrow and to plan major puchases during second-quarter 1986, was a general hunch that prices of housing and automobiles, as well as financing rates, would go up in the next six months.

Two out of three consumers were expecting new-car prices to rise (66%), compared with 62% in the first quarter. Six in ten expected housing prices to go up, compared with 58% the quarter before. Expectations of higher interest rates in the future rose each month in the quarter.

Causes for confidence

A general ground swell of confidence in the nation and themselves seems to be sustaining consumers' plans for major purchases.

Last year, we found quarter-to-quarter declines in the per cent of Americans believing "things are getting better for the country," to 39% by the end of 1985. In first-quarter 1986, this ticked up again to 40% and in the second quarter to 41%.

Money in the pocket helps: During second-quarter 1986, an average 47% of households had disposable cash left over at the end of the month, compared with only 41% in the first quarter.

Consumers feel more secure about the economy now, too. At the end of 1985, only 38% of Americans expected the economy to improve in the year ahead. Since then, this has jumped upward nine points to 47%.

WHERE THE POTENTIAL SPENDERS ARE

Consumers under age 40 compared with those over 40

	Total	Over 40	Under 40
Income increased past year	57%	69%	45%
Expect higher income next year	54	68	41
Expect to keep up with inflation	38	49	28
Better off financially than last year	43	55	33
Easier to pay bills than last year	40	48	33
Expect it to be easier next year	51	63	39
Expect to increase debts next year	21	28	14
Now's time to buy major items	64	70	59
Have major purchase to make now	28	39	17
Thinking of borrowing for purchase	36	49	24
Thinking of buying ... New car	17	20	13
Used car	19	25	13
Housing	17	26	9
Furniture	26	35	18
Major appliance	14	19	10
Carpeting	14	18	11
Color television	10	13	8
Air travel	32	32	31
Hotel/motel stay	43	45	41

Source: Leo J. Shapiro & Associates.
Base equal to 1,352 telephone interviews, national polls, April/May/June 1986.

A feeling that inflation is generally under control is a major contributor to this. At the end of 1985, 59% of Americans expected lower inflation in months ahead; this climbed to 66% by second-quarter 1986.

During June, we found 39% of consumers confident that their family will keep up with or ahead of inflation during the year to come. This is the highest level of confidence since last August.

Job and income security also is a key factor. Eight in ten households (77%) reported no layoffs or cuts in hours or pay during both first and second-quarter 1986.

The per cent expecting no job problems in coming months (67%) was three points higher in the second quarter.

The per cent of households reporting increased income this past year (57%) also climbed three points between first and second quarters, while the per cent expecting still higher income in the coming year (54%) rose four points.

People are generally feeling affluent. Three in four households (74%) are at least as well off now as last year at this time; 43% say they are "better off." More (59%) expect to be better off a year from now.

Despite growth in consumer indebtedness, substantially more Americans were finding it "easier to get by and pay bills than a year ago" during the second quarter (40%) than in the first quarter (33%).

The highest per cent (53%) of households we've seen since the presidential election in November 1984, expect to find it even easier to pay bills and get by a year from now.#

Philosopher

(Continued from Page 18)

a Chalet, a Walgreen's and a Woolworth's close by.

Surround yourself with interesting neighbors. A newspaper editor and a world-class tv commercial producer-director across the street. A stockbroker, too. A lawyer-physician who runs an emergency room doctors' service out of his home. A fantastically ambitious and eminently capable young couple next door operating a day-care facility for 3-to-5-year-olds. Down the street, a slum from which a BMW-driving young priest is rescuing his mother. An advertising person or two, an orthodontist, a photographer, some lawyers, a glee-club director, an organist, a home economist. Just plain folks like you and me.

Arm yourself with a glass of wine or a martini (before dinner or during the day; after dinner, a Remy Martin is in order), a Macanudo and a wife whom you love very much (or, depending on circumstances, a husband whom you love very much, in which case be sure to substitute a Marlboro for the Macanudo).

Then nestle your rear end comfortably on the top step or the second-from-the-top and watch the world go by.

Most strollers or runners are friendly—they'll throw a "Hi" or "How're you doing?" at you as they pass by. Or they'll stop to chat.

You'll *see*, maybe *touch*, certainly spend time with the people to whom you refer as "out there" when you're busy making ads or writing strategies. Those "out theres" are right here, in all sizes and shapes and colors and states of monetary liquidity.

Maybe you're spending time with them right now, as I am. Certainly your ads must be better for that.

In summer, too, when the weathermen are telling you that it's lower near the lake, you see all kinds of bodies in various stages of undress flocking toward the park and beaches. Eye-boggling! Mind-bending!

You can read on the stoop (yes, it's still in style) or you can do the *New York Times* puzzles. You can daydream and plot and fill your camera with wonders. You can exchange gossip with your neighbors, and you can join them in the frustrating game of trying to quell a runaway car alarm.

Never, never, *never* a dull moment.

More than anything else, you can find peace within yourself, a peace that comes of relaxation (car alarms notwithstanding), a peace nourished by warm encounters with people passing your stoop whom you may never see again but whom you know you know.

There's just nothing like a window on the world right from your own stoop. Beats taking Valium every Sunday night.

So if you're ever in the neighborhood anytime from spring through fall, and if you're interested in the fine art of stoop-sitting, look for the bearded, bald, old geezer with a cigar in one hand and a glass in the other.

It's never too early to start planning your own retirement.#

Advertising Age

Crain's International Newspaper of Marketing

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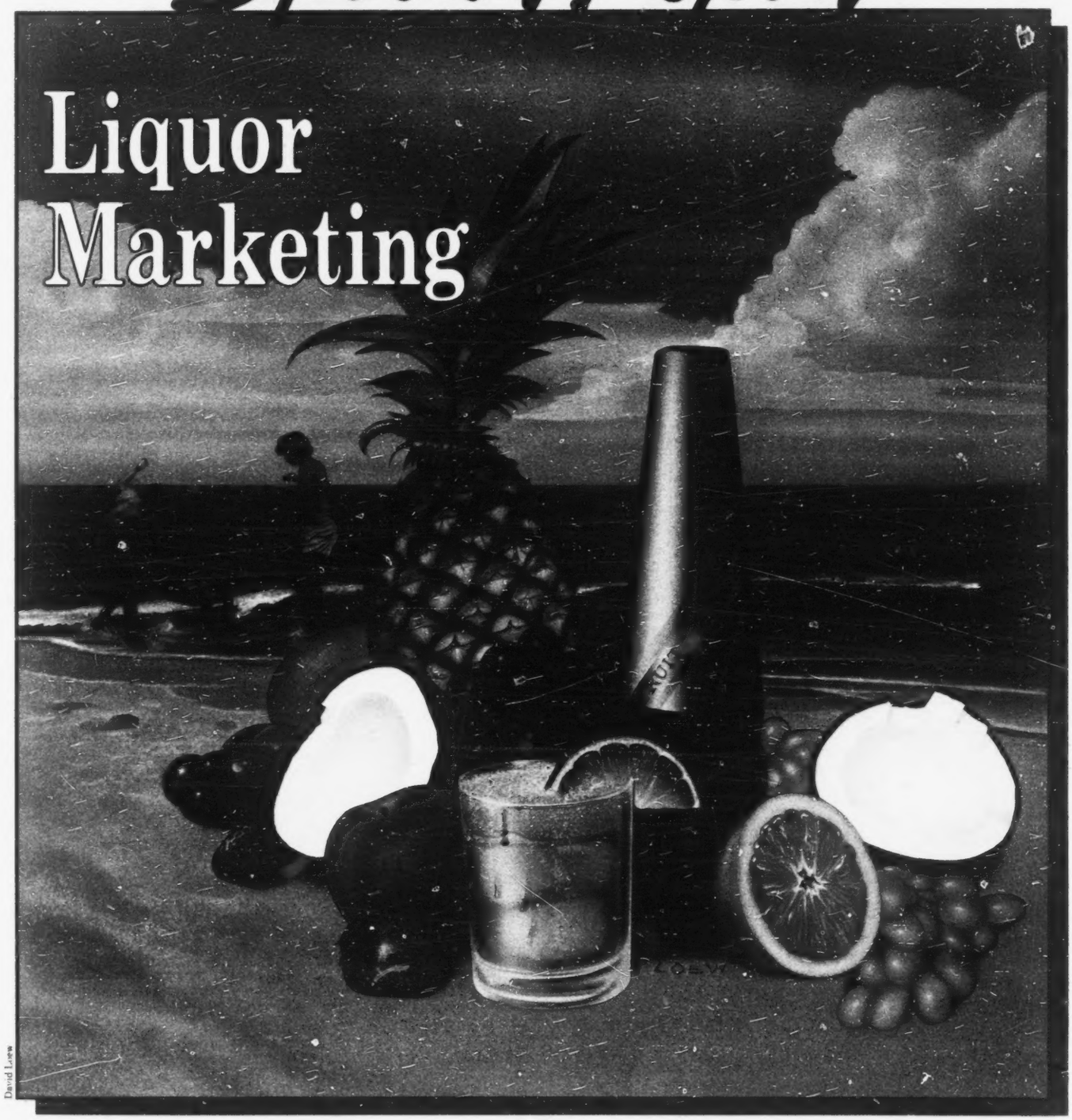
Special Report

Liquor Marketing



David Lees

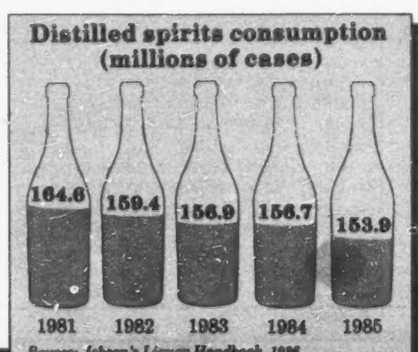
Spirits marketers lighten up in lean times

By Ed Fitch

Americans may be eating enough fruit to make Carmen Miranda's head spin; it's a perfect compromise between their indigenous sweet tooth and health-oriented social pressures. After what seemed to be a national fascination with the seven deadly sins—particular emphasis on sloth and gluttony—Americans are swapping sweets for sweat almost calorie for calorie.

As the fitness boom hit its stride, soft drinks surpassed water as the national beverage in 1983. Consumption of fruit juices jumped 5% from 1984 to 1985, according to New York-based *Impact*, a liquor industry newsletter. Distillers have joined the race, pursuing sweeter, lower calorie alternatives and promoting mixed concoctions of their traditional brands that would make a shot-and-a-beer man swoon.

The only other option is to lose customers, something that has happened for four years in a row—and 1986 figures should perpetuate the trend. Distilled spirit consumption has slid from 164.6 million cases in 1981 to 153.9 million cases in 1985, according to *Jobson's Liquor Handbook, 1986*, New York.



No one sees the writing on the wall more clearly than the people on the other side of the polished mahogany. Mirroring the industry's 1.6% drop last year, "per capita consumption definitely is down—around 1% per year for us," says Bob King, bar manager of Hillary's, located in Chicago's posh Water Tower Place, and *de facto* beverage manager, Levy Organization, which owns 20 Chicago-area bars and restaurants.

Data from *Impact* makes Hillary's 1% decline seem rather small. The industry newsletter reports distilled spirit shipments fell to 72 million 9-liter cases in 1985, down 2.7% from 1984.

Mr. King attributes the continued decline not only to changing times, but a lack of time. The

(Continued on Page S-2)

Photos by Michael A. Marcotte

Bob King, bar manager of Hillary's in Chicago, warns that consumers' tastes change. "Look at disco music; from all the rage to gone in a couple of years."

"The distillers are like auto manufacturers; they have a car for every taste and those tastes are primarily plebian," says Joe Danno, owner of Bucket O Suds.

Marketers lighten up

(Continued from Page S-1)

biggest consumers of liquor products are ages 18 to 45, particularly those age 23 to 35, he says.

"In the last five years this core age group has fallen into the health and fitness crazes, purchased houses, experienced greater job market pressures; basically their time for consumption is down."

When they do drink, it's largely products or drinks that weren't on the market 10 years ago. "There has been a definite shift away from the hard-line categories like brown goods, drinks on the rocks," says Mr. King, Hillary's resident bartender/MBA. "These types of drinks are taking a beating."

Numbers back up his notion. Total whisky consumption continued its plunge, down 5.4% in 1985, according to *Liquor Handbook*, while nonwhisky products nosed up 1.5%.

Across town and 500 yuppies away, the story is the same at the Bucket O Suds. "In general, people don't like the taste of whisky. That's what's motivating the cocktail trade and all the new mixes of products they're coming out with now," says Joe Danno, who entered the business after Prohibition 53 years ago, and has been a wholesaler, retailer and bar owner.

A whisky historian who contends he fired the first shot and beer chaser, Mr. Danno stocks some 1,000 different distilled spirits in an age when only about 600 brands are being marketed. "There are two things I can't understand. The quality of people's taste today, and the quality of the product the distillers are producing.

"The distillers are like auto manufacturers; they have a car for every taste and those tastes are primarily plebian," Mr. Danno says.

Consumers don't ask for quality because no one carries it anymore, he says. "They should bring a quality product to the people and let them decide for themselves. The brands are clones of clones. If you walk into a liquor store, you see the same five or six brands; 1,000 out of 1,000 bars carry the Seagram's line."

The scotch segment, which posted the best performance in the whisky category with a 3% decline last year, according to *Liquor Handbook*, is doing comparatively well because it maintains quality standards, Mr. Danno says. "Scotch gives you something for your money."

The premium and call business is doing well across category boundaries, Hillary's Mr. King says, because these products meet taste requirements and deliver an acceptable image-per-dollar balance.

Distillers have succeeded in meeting consumer demands for more taste intensive products through liqueurs, schnapps and fruit-based products, Mr. King says.

"Liqueurs and juice mixers—drinks like the Fuzzy Navel—are really on the rise. People love these because they can come into a bar, have several, not look like a fool and leave in basically the same shape as they came in," he says.

The industry has tried to improve its shape both at home and on premise by catapulting these kinds of products into the market with almost wild abandon. According to *Liquor Handbook*, 115 of the 147 products introduced in 1985 were brandies, cognacs, cordials, liqueurs, prepared cocktails or spirit-based coolers. *Impact* reports the specialties category was the only major spirit group to gain in 1985, up 5.2% to 33 million cases.

Mr. King cautions distillers about reading too much into these brands' sales success, saying consumers' palates are finicky beasts.

"Look at disco music; from all the rage to gone in a couple of years."

The new products will be just as cyclical and probably as short lived, he says. "Instead of concentrating on all the new fad products, distillers should redirect their interest to the traditional categories that got them where they are."

A select group of consumers—especially women, the target of most of the new lighter drinks—is renewing interest in traditional categories, Mr. Danno says. Catering to women's tastes for all products would be a smart move, he says. "The macho thing is gone; a lot of men want the lighter taste. The idea is to enjoy the taste and flavor."

Mr. King also sees a swing in the cycles, saying big tasting cocktails are on the rise. "Some of the things that were first to fade away are coming back."

The industry as a whole should look forward to better days, he says. "Classically, the industry has gone through 15-year cycles—first it was the McCarthy era, then the effects of the 1968 social rebellion."

Inherent generational rebellion also should boost distilled spirit sales, Mr. King says. Children entering the drinking market will begin looking for an alternative to their parents' primary choices of wine and beer. "We drank beer in college, and a generation ago they drank bourbon," he says. "I think it will swing back, but it will take awhile."

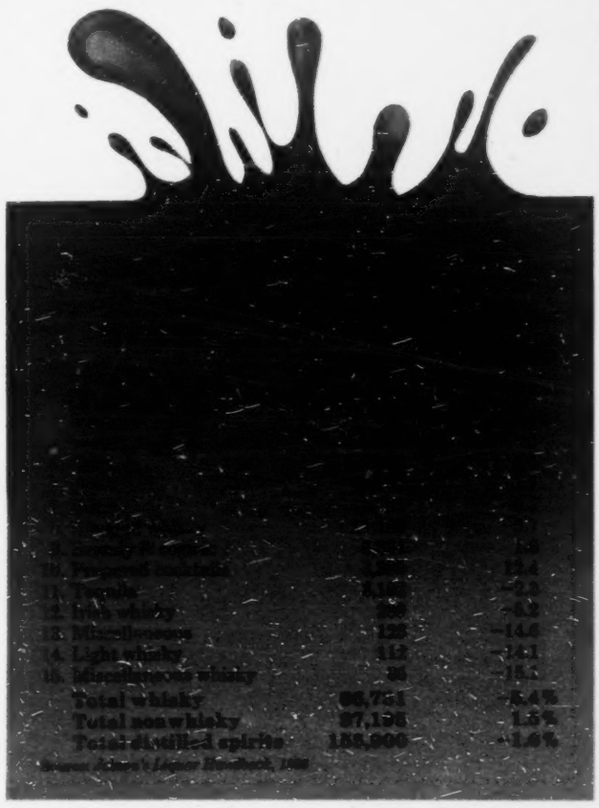
The beer and wine generation also may start trading mugs for highball glasses with greater frequency. "As they become more affluent, they're going to go to more dinner parties and you don't throw a cooler full of beer out at a dinner party," Mr. King says.

This generation is so cost-benefit oriented, and cocktails always have delivered the most bang for the buck, he says.

Mr. King, like Mr. Danno, clamors for a return to quality. "Distillers should concentrate on putting back the elan and image in classic products. They should be ready to step into the void if beer and wine are bounced from tv. I'd focus on the needs of 30-year-olds, who will hit their peak earning power in five years."

They also may be returning to some of those good old vices like sloth and gluttony. The number of joggers has run downhill since 1980.

Although most observers say the liquor industry has contracted permanently, if distillers expand their quality offerings they may not lap the health trend but they probably will close the distance. ■



Industry is sweet on flavored schnapps

By Patricia Winters

Just a few years ago executives at some major distillers probably would have snickered if they had been told their only product introductions in 1986 would be a variety of schnapps.

The liquor, with its name and roots planted deeply in northern Germany heritage, did not exactly have mass market potential. The strong, syrupy drink was consumed mainly by workmen and students who chased shots of it with beer and farmers who quaffed the stuff on cold winter days.

Besides that, Hiram Walker was the longtime leader in the category with its 50-year-old peppermint schnapps, a product that had not been challenged seriously in the market.

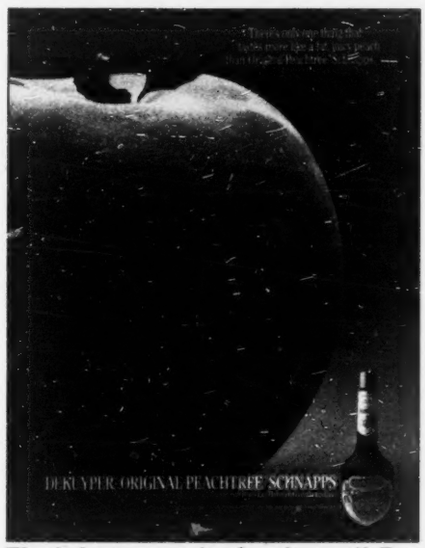
But in the past year, nearly every major national distiller and a number of regional marketers have jumped into or expanded their presence in the flavored schnapps category. An Advertising Age poll of 10 major distillers showed that of the 45 products they introduced from June, 1985, to June, 1986, 31 were some variety of schnapps.

Fueled by 1985's legendary success of New York-based National Distillers Products Co.'s DeKuyper Original Peachtree schnapps, flavored schnapps have become the darlings of the downward sliding distilled spirits industry.

The DeKuyper line—particularly Peachtree—lifted the industry out of the pits. Its case depletions climbed from 1.55 million in 1984 to about 3.01 million in 1985, up some 94%, according to New York-based *Impact*. This performance catapulted the line from the 21st best selling brand in 1984 to No. 9 in 1985, and gave it 15% of the cordial category and 1.7% of the distilled spirits business.

Not surprisingly, National suddenly has a lot of competition. Other companies banging heads with National's DeKuyper line include Hiram Walker, Seagram Distillers' Leroux line, Seagram's 375 Spirits' Dr. McGillicuddy's, Glenmore Distilleries' Mr. Boston line, Heublein's Arrow line, Schenley Industries' Nouvelle line and James B. Beam Distilling's Baron Von Scheuters, among others.

The drinks stalk the right trend at the right time. Offering less alcohol—about 40 proof to 48 proof—the potential for mixability and a full, fruity flavor, they appeal to the important and hard-to-target under-35 age group. In addition, flavored schnapps has brought women into the category and to distilled spirits, and marketers now say the category appeals to as many women as men.



The industry was in the pits until DeKuyper's Peachtree schnapps gave it a boost.

New users have more than doubled the category's volume from 2.1 million cases in 1983 to 5 million cases in 1985, according to New York-based *Market Watch*, an industry publication. Current industry estimates place case depletions at 5.5 million annually—and growing.

"We are the No. 1 schnapps line in the country, surpassing Hiram Walker in 1985," Todd Middleton, National's vp-marketing, says of DeKuyper. "And our competitors have not taken it lightly. They are throwing out a lot of flavors and hoping one sticks. If it doesn't, they replace one with another."

Even those involved warn the market won't support all the brands. Observers say the winners of the inevitable shakeout will be those with strong distribution capabilities, ad promotion budgets and rich, full flavors. Early market entry is also a plus.

"If you were a company just coming out with a schnapps line, you've missed the boat," says Meredith Galassi, marketing manager for Farmington, Conn.-based Heublein's Arrow cordial line. "The distributors don't even want to talk to you. They're schnappsed-out. The industry has virtually covered the flavor [spectrum]."

Ms. Galassi and others, however, are hardly tolling the category's death knell. Industry players estimate the market will grow this year anywhere from Mr. Middleton's conservative estimate of about 5% to Ms. Galassi's optimistic figure of 100% to 150%. They also see opportunities in segments of the country that have not yet caught on to the schnapps explosion, most notably major metropolitan areas.

"We've not reached the saturation point anywhere," Mr. Middleton says. "There's still a lot of opportunity—the metropolitan areas are only part of it. There's huge opportunity in the South, for example."

By all accounts, the Midwest instigated the schnapps revolution. The habit of belting down a bit of peppermint schnapps was passed down through generations of grain belt farmers.

In fall, 1982, Lousiville, Ky.-based Glenmore introduced Mr. Boston's Apple schnapps, the nation's first fruit-flavored schnapps. But Glenmore's pioneering effort had its drawbacks.

"We were the first," says James H. McKee, senior brand manager, Mr. Boston line. "We didn't know what we had. We lost the initial momentum."

National picked up where Glenmore left off, and less than a year after Mr. Boston's Apple hit the market, National rolled out its DeKuyper Apple Barrel. Despite little promotion and no consumer advertising, sales took off.

But it was not until DeKuyper's Peachtree flavor hit retail in late 1984 that distillers began to stand up and take notice. Peachtree began racking up sales immediately. By the end of 1985, case depletions totaled 1.3 million, making it the biggest selling success story in the distilled spirits industry.

Part of that success, Mr.

Ad-sales relationship not always cordial

If there's an argument to be made for advertising's effectiveness, it's the case of the DeKuyper line's case depletions. National Distillers Products Co. boosted national ad spending for the line 66.7% from 1984 to 1985, reaching $2.5 million, according to *Impact*, New York. At the same time, it moved almost 94% more cases: Cause and effect.

Agency executives should calm themselves, however. The only other distilled spirit in the top 25 to post a double-digit gain was E&J Brandy, which boosted case depletions 12.9% to almost 1.8 million in 1985. It reduced its ad budget 90% to $100,000 in 1985. Cause and effect?

DeKuyper's success hinges on more than ad dollars. But media weight has helped it tell its story—and a good one it is.

National's prominence gives it a definite advantage, observers say. Promotions, in-store displays and ads via BBDO, New York, prominently play up the DeKuyper name and identify it as "America's #1 Cordial Line." DeKuyper's six schnapps flavors are backed in 1986 by a healthy $5 million ad budget.

For years, Hiram Walker was the leading ad spender in the schnapps category, budgeting between $2.6 million and $3.2 million for its peppermint schnapps, says Bill Buesching, vp, director-marketing projects at Detroit-based Hiram Walker. According to *Impact*, the big drop came in 1985 when national ad spending plunged from $2.6 million in 1984 to $1.5 million, below 1980 spending levels.

Hiram Walker cordials posted a 7.4% gain in case depletions from 1984 to 1985.

"We'll be competitive [with DeKuyper this year], but we won't necessarily match them dollar for dollar," Mr. Buesching says. "We do things our own way."

Its ad budget will reflect a push for its peach-flavored product, a break from its traditional multiproduct approach. In August the company will break a new national consumer print and outdoor campaign, handled by McCaffrey & McCall, New York, and focusing on its Jubilee Peach flavor. The peppermint schnapps print campaign also will continue.

Also scheduled to break advertising soon—via Doyle Dane Bernbach, New York—is New York-based Seagram Distilling's LeRoux cordials. The line's ad spending fell below $50,000 in 1985 from a high of $2.2 million in 1981, according to *Impact*. Its 1984 to 1985 ad spending plunge of 96.4% was the most severe among top cordial and liqueur brands.

While LeRoux's schnapps line has had little ad support, Tony Bongiovanni, LeRoux senior product manager, says this year the company will introduce breakthrough advertising for its new flavors.

LeRoux recently rolled out five new flavored schnapps and will introduce two more in the fall, he says. LeRoux peppermint schnapps, which dates to Prohibition, is the sixth best selling schnapps in the U.S.

Louisville, Ky.-based Glenmore Distilleries is re-examining its advertising, anticipating breaking new campaigns this fall for its Mr. Boston line. Of all the major schnapps lines, Mr. Boston has been the most aggressive with image advertising. While most schnapps advertise flavor, Glenmore's ads focus on drinkers.

One round of advertising last year was themed a "Baby Boomers Guide to Nutcracker Schnapps." The ads, which appeared in publications like *National Lampoon* and *Rolling Stone*, gave consumers tips on what to wear, talk about and eat with Nutcracker schnapps.

Via Bloom Advertising, New York, Glenmore is promoting its newest flavor, Mr. Boston's Boss-Berry, in trade ads and on-premise with a takeoff on Bruce Springsteen's popularity. Ads headlined "It's the Boss!" show the bottle wearing Mr. Springsteen's trademark red neckerchief and are tagged "poured in the U.S.A."

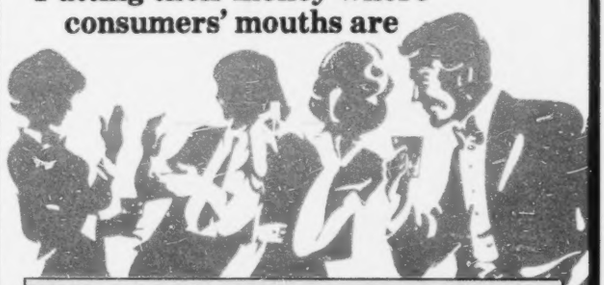
Farmington, Conn.-based Heublein is focusing all its ad efforts in the schnapps category on its new Peaches 'N Cream liqueur. Ads, via Leber Katz Partners, New York, show a peach slice dripping with cream.

The Arrow line, which has 15 flavors and the fourth largest schnapps brand in Arrow peppermint, also cut national ad spending dramatically from 1984 to 1985. The 75% decline brought the line's expenditures down to $300,000, according to *Impact*.

As DeKuyper's sales increases parallel boosts in ad spending, more schnapps marketers might look to greater ad expenditures as the cause behind the effect.

—*Patricia Winters*

Putting their money where consumers' mouths are



New product introductions, 1985

	Number of products
1. Cordials	85
2. Brandy & cognac	11
3. Prepared cocktails	10
4. Spirit-based coolers	9
5. Scotch	8
6. Vodka	5
Rum	5
8. Tequila	4
Canadian whisky	4
U.S. whisky	4
11. Gin	2

Source: *Jobson's Liquor Handbook, 1986*

Middleton says, was because of new technology that gave National the ability to cull a particularly rich, full peach flavor. But equally as important was timing. Just as the company started shaking peaches from the tree, the nation's new drinkers began looking for lower proof but fuller tasting drinks.

"The focus today is on flavor," says Bill Buesching, Detroit-based Hiram Walker's vp, director-marketing projects. "That's what it's all about—it's a reflection of life style. Consumers today want something that tastes good the first time."

DeKuyper received an unexpected windfall when it discovered drinkers in New York and the Midwest were a step ahead in creating new flavors. The Fuzzy Navel, a mix of peach schnapps and orange juice, "spread like wildfire," Mr. Middleton says.

Rather than throw its dollars at advertising, National capitalized on the drink in press releases and on premises with Fuzzy Navel Nights. Later, National began running ads tagged "it's love at first sip."

That has been the sip that launched thousands of sales. *Market Watch's* September, 1985, ranking of the top 10 schnapps brands listed four DeKuyper products: Peachtree in first place, followed by Apple Barrel in third, Peppermint in fifth and Mountain Strawberry in ninth. The company, he says, will continue to bring out a new flavor every six months or so.

Hiram Walker lost the momentum its peppermint schnapps had established by not bringing out new flavors fast enough; it didn't add its first flavored entry until spring, 1985. The company now has 15 flavors and is working to use its name to overtake some brands.

"There's not another logo in the business that has the consumer response and name for quality and value," Mr. Buesching says. "We are to schnapps what Campbell's is to soup."

Sales of the company's peppermint schnapps grew about 12% in 1985 and it remains No. 2. Even percentages like this don't convince everyone—even some who have hopped onto the schnapps trend—of the category's long-term potential.

Although James B. Beam Distilling Co., Chicago, created Baron Von Scheuters to have a presence in the segment, Lane Barnett, vp, director-advertising and marketing, says he is skeptical about flavored schnapps' staying power.

"It's driven by a group that is constantly experimenting with new flavors and products. They go on to what's new and hot, and leave behind what's not."

The same can be said for the marketers. "We expect that in another couple of years there will be only a few major brands competing," says Patricia Wiley, director-new product development at National. "So many people are throwing together products just to ride the wave of interest without putting in any quality."

The quality must go in, she says, before the company's name is added.

Mixed up products shake boundaries

By Pat McGeehan

It could be the ultimate case of the pot calling the kettle black. Several distillers launched premixed cocktails in the past two years, but, almost to a person, executives of those companies want to disassociate their products from the rest.

"I personally don't like to call it a premixed cocktail," says Mark Mather, New York-based Kobrand Corp.'s new product manager-spirits of Beefeater Gin & Tonic. "Premixed cocktails are dusty, dirty, too strong, too weak," he says, describing public perceptions. "People grab 'em and drink 'em on their way home from work. We are trying to position Beefeater Gin & Tonic as a premium, ready-made product," explaining the Beefeater name's prominence on the label and the glass container.

Lane Barnett, vp, director-advertising and marketing for Chicago-based James B. Beam Distilling Co., defines the company's Zzzinger's line not as a premixed cocktail, but as a "low-alcohol refreshment product."

Either way—low-alcohol refreshment product or premium, ready-made beverage—Beam's and Kobrand's new products fit the basic mold of premixed cocktails, a combination of distilled spirits and just about anything.

But, as Beam's Mr. Barnett says, "The defining lines are becoming very fuzzy. It all relates to trying to change popular perceptions of what a premixed cocktail is."

Beam combines its best-selling Jim Beam bourbon with cola, ginger ale, lemon-lime soda and lemonade, stressing the portability and quick-chilling aspects of its six-packs of 12-oz. cans.

Ancient Age Distilling Co. adds cola to its namesake bourbon in 1-liter plastic bottles. Medley Distilling Co., Louisville, Ky., sells its five-item rum and vodka-based Skol Quickies line in 375-ml. cans. Federal Distillers, Cambridge, Mass., mixes vodka with lemonade and watermelon flavoring under its Tango label.

As Ferdie Falk, owner of Roslyn, N.Y.-based Ancient Age, says, the new products just add to the confusion in a category that once was simple to identify. "I'm not sure the damned things can even be classified yet."

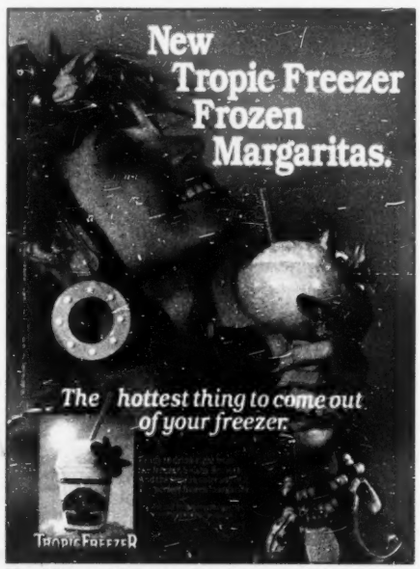
Some critics contend the products—particularly the canned goods—are an attempt to equate distilled spirits and soft drinks. Mr. Barnett says the packaging is merely an attempt to promote convenience.

"When you're out fishing, you don't want to lug around a huge bottle of bourbon and a mixer," he says. "We certainly have no intention of comparing the products to soft drinks."

Far from imitating soft drinks, the packaging of one of the category's newest entries resembles that of yogurt or ice cream. This spring Farmington, Conn.-based Heublein introduced a line of freeze-and-serve cocktails, called Tropic Freezers, packaged in 200-ml. plastic cups that are sold frozen or thawed, individually or in four-packs. The line includes a margarita and strawberry margarita and peach and strawberry daiquiris.

John Glover, Heublein's director-new product marketing, is one of the few marketing executives willing to accept his products' membership in the stigmatized category. "We fit, obviously, into the premixed cocktail category, but we're expanding the boundaries," he says.

Heublein, however, is trying to isolate Tropic Freezers in retail outlets. The company offers retailers 6-cu.-ft. storage freezers and permanent free-standing floor displays.



Heublein achieves an icy separation between categories with its Tropic Freezer line.

"The uniqueness of [the freezer offer and floor display] has gotten us a lot of attention," says Dave McDonough, Heublein's vp-product development. "It helps separate us from any other category, period."

Heublein wanted to stay away from traditional premixed cocktails, he says, because they don't turn over fast and, therefore, are placed poorly at retail. "They end up being in areas that are not high-traffic."

Kobrand also seeks its own space for Beefeater & Tonic, offering retailers a free-standing display that resembles a giant version of the product, Mr. Mather says. "It was developed for the purpose of keeping it away from other prepared cocktails and giving it its own identity as a premium product."

Companies want to avoid having their products lumped in with traditional premixed cocktails because they view the category as one whose time never really came but certainly is gone. Sales of premixed cocktails increased last year for the first time since 1980, primarily because of the introduction of Zzzingers, industry observers say. Beam moved 400,000 cases of Zzzingers from its May, 1985, introduction to year's end; the company expects to deplete 600,000 cases in 1986.

Premixed cocktail consumption rose from a little less than 3 million cases in 1984 to about 3.2 million last year, according to *Jobson's Liquor Handbook, 1986*, a New York-based industry publication. Jobson's projects 1986 consumption will remain stable or gain slightly because of Tropic Freezers' launch.

Most industry executives acknowledge specialty products, such as Tropic Freezers and Zzzingers, are the category's best hope for growth. But some say the new offshoots may boost sales of more traditional premixed cocktails.

"I see the new products and forms as welcome additions to the category," says Constance Williams, Heublein's marketing director-prepared drinks and scotch. The pioneer and perennial kingpin of premixed cocktails, Heublein commands more than 55% of the category between its Heublein and The Club brands.

"Our intent is to take the hot new flavors and concentrate on them," she says, adding that Heublein keeps an eye on on-premise trends by interviewing bartenders and customers in markets known for setting trends.

Ms. Williams says the company is focusing its efforts this summer on two new flavors, Seabreeze—Smirnoff vodka and cranberry juice—and a Gold Margarita made with Jose Cuervo Especial tequila.

"Higher-proof products have been the guts of Heublein's business," says Benjamin Corrado, a Pompano Beach, Fla.-based industry consultant. "But I think they can work both sides of the street. Why not?"

Dallas-based Schenley Industries, Heublein's primary competitor with an estimated 20% market share, appears to place similar faith in the future of premixed cocktails. The company recently introduced a wine cooler, a line of low-proof flavored schnapps and a Fuzzy Navel and grouped them along with its Cocktails for Two line under a new banner, Lite Libations.

Schenley is updating its cocktails line to keep up with the times, says Gary Martin, Schenley's vp-marketing.

"We did a lot of analyzing of the spirits business," says Richard Chapman, brand manager for Schenley. "We're seeing major changes among consumers, especially women. They want lower proof, sweeter taste and they're trading up."

Louisville-based Glenmore Distilleries Co. takes a dimmer view of the category's propects. "Indications are that it is still declining," says James McKee, senior brand manager, who oversees Glenmore's Mr. Boston line. "The dew is off the thing.

"The real pluses in this category are the specialty products," he says, pointing to Zzzingers as an example. "But I don't think there is much benefit to the traditional premixed cocktails."

Mr. Boston's market share has slipped "a point or so" from the 8% it claimed two years ago, Mr. McKee says. "That's a function, too, of the fact that we have not supported the line with massive advertising and promotion. For now, we're going to concentrate on the mixing trend with our schnapps."

Like its competitors, Schenley has not devoted many dollars to advertising its premixed cocktails. In previous years, the company placed ads in consumer magazines, but last year used no measured media, according to Leading National Advertisers. Schenley will promote its premixed line with a tv campaign this summer for Cocktails for Two wine cooler, the first time the Cocktails for Two name will appear on the tube.

Heublein is spending about $500,000 for Tropic Freezer ads, created by DYR, New York, and placed in *People* and *Sports Illustrated* in its three initial markets—Chicago, Connecticut and Florida; late summer will see the product in California and Texas. After virtually no media support for about a year, a 1987 ad campaign is being prepared for the Heublein and Club brands, Ms. Williams says.

Outdoor boards, handled by Bozell, Jacobs, Kenyon & Eckhardt, Chicago, represent Beam's Zzzingers' first consumer push. Retailers are welcoming the ad support, saying it is necessary when several wine coolers are being backed with annual budgets of $20 million or more.

Harold Binstein, president of Gold Standard, a Chicago-based retailer, says Zzzingers haven't been too successful in his stores, which puzzles him. "As popular as bourbon is in Chicago, I thought it would be a natural."

Kobrand, which introduced its Beefeater & Tonic at a boat show in England, has used boating events and publications to introduce the product in the U.S. through New York-based AC&R-created ads.

Unlike the cash and carry nature of most of the newer premixed brands, the product's 200-ml. glass container conjures up more traditional images of liquor products.

"We anticipate in-home consumption," Mr. Mather says. "That's part of the reason for positioning it as a 'great gin and tonic' and not just a portable one. What we're trying to do is to elevate the status of the premixed cocktail."

Breaking the bottle mold

(Continued from Page S-12)
close to the bottle, carries the headline "Absolut attraction." Another ad, headlined "Absolut summit," ran during last year's East-West summit. "The 'Absolut blank' works forever," Mr. Costello says.

"Absolut Warhol" and an Andy Warhol rendering of the bottle was Carillon president and chief executive officer Michel Roux's idea. "We were hesitant because it broke the photography format we had established, but he was right," he says. "The thinking is not to deviate from the sense of the campaign, but to keep it fresh."

Another way the agency accomplishes this is to play with page shapes and ad positioning. A recent ad shows an Absolut bottle wrapped in chains and tagged "Absolut security." The following right-hand page, labeled "Absolut larceny," shows the broken chains lying at the spot where the bottle had been.

TBWA employs tactics like this because distillers are not simply battling each other for readers' attention. It may be a small task to rise above other liquor ads, Mr. Costello says, "but it is never easy to stand out in the clutter of tv, print, newspapers, wherever."

Bigger budgets aren't the answer, he says, but consistency and continuity are. "Marketers must latch onto an idea, put it in the chest, lock it up with a key and say they'll run with it until hell freezes over. It always is possible to stimulate within an existing campaign."

When things aren't going well, which they aren't for many brands, ads should be evaluated equally with variables like distribution and pricing.

The industry's over-all poor performance makes breaking the bottle mold a requirement. But many factors preclude companies from doing this. "There is still an ultraconservative approach because this is a privilege business and no one wants to rock the boat," Mr. Kavanagh says.

Consumers and government and special interest watchdogs are not the only captains in that boat. Schieffelin's campaign for its Glenmorangie scotch initially was not well received by suppliers because it was not the "old boy's club style of selling scotch," he says. "Although we have been fortunate in that most of our suppliers have been willing to try far-out things. It's important to show suppliers that even a brand with a small budget can shake people up."

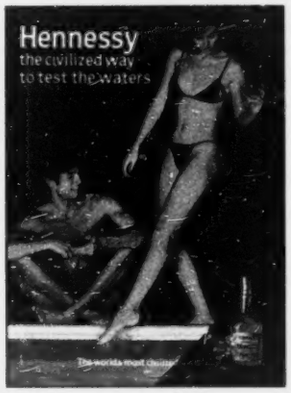
Shake up, down and sideways is what the Hennessy campaign has done to the industry and the market. One of the industry's sweetest taboos, sexuality, has been the blatant backbone of the approach.

The ad has produced major gains in awareness and generated a lot of mail, Mr. Kavanagh says, "a lot of it positive and some very negative. But we have added 180,000 cases since the advertising broke."

This sales increase and the campaign's saucy nature led one of Hennessy's competitors to petition the Distilled Spirits Council of the United States to impose a sanction on the campaign and protect the industry's sacred reputation. "The result was a unanimous decision that while the ads went toward the edge of acceptability, they did not step over that edge," he says.

"We can never go as far as Calvin Klein. No one would ever try," Mr. Kavanagh says. "We are much too regulated an industry. But any method of communication that meets the sales objective should be considered, be it based in humor, sex or a straight forward sell."

SSC&B's Mr. Wilde toasts that suggestion. "The booze people are too rooted in tradition. They need to start the process from where the consumers are, not from where they are."



The traditional bottle-and-glass ad and boy-meets-girl genre take on new shapes and forms in the hands of some distillers and their agencies.

Numbers don't tell the whole truth in ad spending

By Ed Fitch

In media, numbers talk. The tale liquor industry numbers tell magazine publishers is one of woe.

The 1985 American Magazine Conference was rife with foreboding. At the time, Lynn Mapes, vp-associate publisher, *Reader's Digest*, reported publishers saw space sales of liquor products deteriorating as distillers traded magazine-size sheets of paper for eight and 30 sheet outdoor boards (AA, Oct. 7). Telltale numbers back Mr. Mapes' supposition.

The top 10 1985 distilled spirits magazine advertisers trimmed their spending in the medium 6.8% to $180 million from 1984's level of $193.2 million, according to *Impact*, a New York-based industry newsletter. It's no surprise publishers' spirits were low.

But numbers don't tell the whole story. *Impact* reports Dewar's, the industry's advertising kingpin, cut $400,000 from its total 1985 expenditures to $11.6 million. However, Gary Martin, vp-marketing, Schenley Industries, Dallas, reports the brand's budget is higher than ever. "We have no intention of decreasing Dewar's ad spending."

The dollars listed by *Impact* do not accurately reflect Dewar's activity, he says. "When people talk about ad expenditures, they look at measured media sources." Such media forms as local and regional magazines and newspaper run of press are not included in these analyses, Mr. Martin says.

National ad expenditures for liquor marketing, a regional activity, would not spot subtle shifts in media spending mandated by short-term programs. "If you are looking to build awareness in Milwaukee, for example, you don't place an ad in a national magazine," he says. "We have made no conscious long-term shifts to other media forms, and we're not moving away from print."

Many recently introduced distilled spirits are specialties, which typically have more geographically limited franchises than traditional category brands. The ad budget for Fletcher & Oakes, Chicago-based James B. Beam Distilling Co.'s new spirit-based spritzer, wouldn't set any spending records. "But if you took what we're spending on a local level and projected it out on a national basis it would be very substantial," says Lane Barnett, Beam's vp, director-marketing and advertising.

Schieffelin & Co.'s Hennessy, the industry's 13th biggest advertiser, was one of only 13 of the top 25 advertised brands to have its budget increased in 1985, according to *Impact*. J. Penn Kavanagh, the New York-based company's chairman, chief executive officer and president, says more distillers are expressing frustration with the print medium, however. "It has become more a vehicle to maintain awareness rather than a dynamic vehicle to shape image.

"What frustrates them is it takes a very long time to change attitudes through print advertising," he says. And changing consumer attitudes is front and center on most distillers' craniums these days.

Although he reiterates Schenley's unwavering commitment to advertising, Mr. Martin says the continuing industry downturn has caused some marketers to question advertising's value in creating sales.

Little correlation exists between sales and ad awareness, says Don Wilde, vp, SSC&B: Lintas Worldwide, New York. "The problem is the testing services aren't reliable in determining the exact relation between ad awareness and product purchases. And awareness is not the goal, but increasing sales is."

Advertising and marketing are likely areas to trim some fat when times are lean, Mr. Barnett says. Although Beam plans to maintain its 1986 budget for its namesake brand at the same level as 1985, "if things soften up we can make short-term modifications in advertising toward the end of the year without having a major effect on our brand," he says.

Many companies are increasing promotional activity to meet immediate marketing objectives, Mr. Kavanagh says. "But promotions have become sort of a dynamic Band-Aid."

Not much thought is put into motivating consumers with promotions, he says. "An awful lot of the extensive retail display activity is to bribe the retailer into picking up another three cases of the product."

Visible promotions also have become essential to generate wholesaler interest. "With the ranks of distributors shrinking, companies have to do more to gain their attention," Mr. Ka-

Somewhere, five account execs are smiling

Top 10 distilled spirits advertisers

	1985 budgets ($ millions)	% change 1984 to 1985
1. Dewar's	$11.6	−3.3%
2. Smirnoff	10.0	5.3
3. Bacardi	9.9	26.9
4. Canadian Club	8.5	−2.3
5. Kahlua	7.7	28.3
6. Johnnie Walker Red	7.1	−15.5
Seagram's V.O.	7.1	6.0
8. Jack Daniel's Black	6.7	17.5
9. Beefeater	6.5	−5.8
Windsor Supreme	6.5	−7.1

Source: *Impact*

My ad manager stinks!

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He gives me a phrase like "competitively priced".

I want him to tell folks about our excellent record with time-critical deliveries.
His copy reads "Fast service".

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All he can come up with is "fine quality".

I tell him he's dull...
He tells me I don't know squat about advertising.

YOU BE THE JUDGE...

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signed– THE PREZ.

THE T-SHIRTERY INC.
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ATLANTA GEORGIA 30318
Where America goes for Promotional Clothes

The people who distill and market package goods should study package goods approaches. The situation is similar, he says, "because in the package goods industry a number of people are producing the same product and striving to break through the ad clutter and sameness of the brands."

If Metropolitan Life Insurance Co. can take a lighthearted approach to life and death issues by using Peanuts characters, Mr. Wilde says, liquor marketers can loosen up a bit. "The reason is simple: The buying generation was raised on things like Snoopy."

He also cites International Business Machines' use of Charlie Chaplin's "Little Tramp," which plays off this group's love of movies. "They were raised on tv, movies, standup comics, cartoons," Mr. Wilde says. Approaches based on these facets —along with celebrity endorsements, fitness appeals and straight product sell—should be thrown into the conceptual hopper, he says.

The need to upgrade ads is stronger than ever, Schenley's Mr. Martin says, because of the decline of the middle class of spirits. "It will evolve to a point where the only two types of brands remaining will be premiums and popular price."

Premium shoppers, he says, are buying image. This means taking chances with that image to create impact. Of the about 600 liquor brands, some 300 are advertised, Schieffelin's Mr. Kavanagh says.

"Society has been rousing distillers from their sleep with all the regulations, liability, lighter drinks and organizations like MADD [Mothers Against Drunk Driving]," Mr. Wilde says. "If the world has changed that much, they have to change their advertising."

Everyone is reluctant to change, he says, "except when they are forced to do it. That scenario is at hand: Change or die."

vanagh says.

Wholesaler consolidation has contributed to heightened promotional activity, but distilled spirits marketers always have held promotions in high regard, says Patricia Wiley, director-new product development, National Distillers, New York. "Both media and promotional budgets are going up. Distillers are no more frustrated with print advertising than previously."

Striking a balance between promotion and advertising is the key, Mr. Barnett says. "You have to pull as well as push. The problem with point-of-purchase is it reaches people who already are predisposed to the product."

Mr. Kavanagh links any increases in outdoor spending to pressure from the distribution chain. "The wholesaler loves outdoor because he sees it when he drives through town and feels it supports him more than an ad in *The New Yorker*." From a distiller's perspective, he says, outdoor is a consumer reminder, not an image shaper.

Because promotions suffer the same syndrome, Mr. Wilde says, print will remain the medium of choice despite distiller dissatisfaction. "If any of these brands are going to survive, they have to have a recognizable image and that means putting dollars into print."

It appears *Reader's Digest's* Mr. Mapes and his national publication colleagues are not losing pages to outdoor companies, but to their local and regional brethren. As a whole, distillers still stand shoulder to shoulder, bottle to bottle behind print advertising.

"People who downplay print's effectiveness are making excuses for poor advertising," Mr. Martin says. "Good advertising sells; bad advertising does not."

Liquor advertising hit parade

In addition to the campaigns mentioned in the accompanying story, agency sources cited the following trend-setting work.

Richard Costello, president, TBWA Advertising, New York:

"Going back about 10 or 15 years, a couple of brands did interesting things. Chivas Regal and Johnnie Walker Black come to mind.

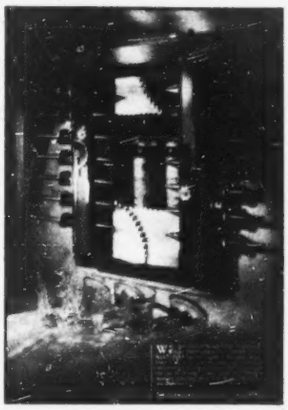
"Dewar's has done solid and continuous work. They also have run two separate campaigns [the Dewar's profiles and the highlander approach], which broke industry rules.

"The new Glenlivet ad is terrific. Seagram had been doing some very stodgy advertising for the most part. This new ad [with the bottle protected by an armed contraption that would make an Iron Maiden blush] is interesting and visually unusual."

Don Wilde, exec vp, SSC&B:Lintas Worldwide, New York:

"Rumple Minze is a strong example of a product addressing the issues. It's risky, adventuresome and I remember it.

"Studies show that 80% of those who read an ad can't remember the product 12 minutes after they see the ad. So this is progress."



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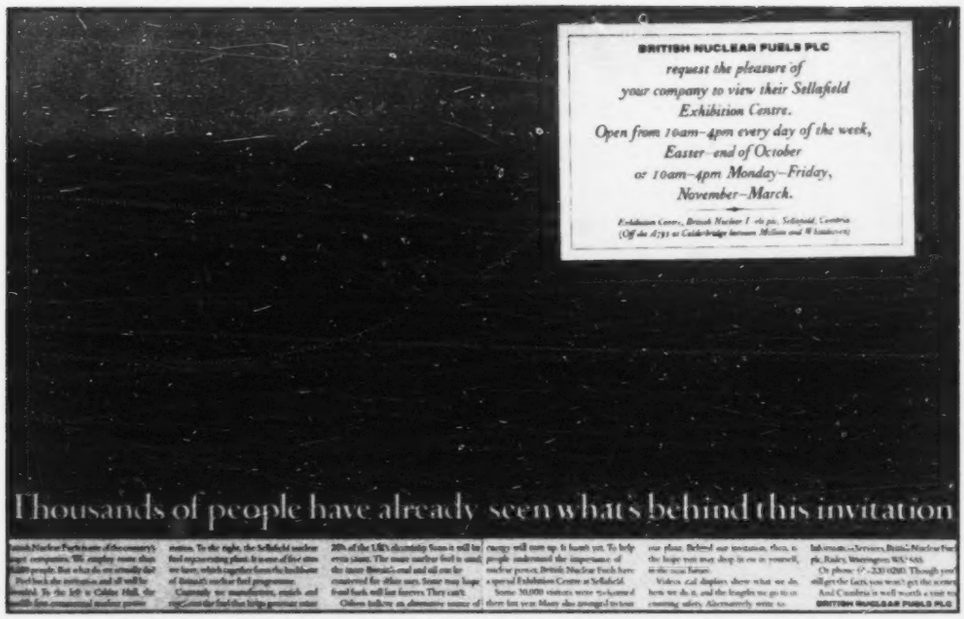
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request the pleasure of
your company to view their Sellafield
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Open from 10am–4pm every day of the week,
Easter–end of October
or 10am–4pm Monday–Friday,
November–March.
Thousands of people have already seen what's behind this invitation
BRITISH NUCLEAR FUELS PLC

A print ad for British Nuclear Fuels invites visitors to tour the site of a nuclear plant.

Ad for U.K. nuclear plant includes invitation to site

By LAUREL WENTZ

LONDON—British Nuclear Fuels, operator of the U.K. government's nuclear energy program, is using its first tv and print campaign to issue 9 million invitations to visit its nuclear fuel complex.

At the same time, an anti-nuclear tv spot by the environmental group Greenpeace was deemed political by the Independent Broadcast Authority and was banned.

In the BNF spot, via Young & Rubicam, an invitation is peeled across the screen as a helicopter zooms to the Sellafield nuclear plant and lands on a welcome mat bearing a phone number to call for information. In the print ad, an invitation to visit Sellafield is partially glued to a spread showing the lush U.K. countryside where the plant is located. The invitation covers the part of the photo that shows the plant, but the copy at the bottom of the spread says, "Thousands of people have already seen what's behind this invitation."

Bob Cartwright, BNF publicity manager, said the timing of the $3 million campaign so soon after the Chernobyl nuclear accident in the Soviet Union was coincidental.

The script for the Greenpeace spot said: "If you'd visited Chernobyl on April 25 you would have seen a nice, clean nuclear plant. If you lived within 100 miles on April 26, you would have been evacuated. What's the point of a visit to Sellafield?"#

GreyCom looks to Europe, Asia

By JULIE SKUR HILL

GreyCom, the public relations arm of New York-based Grey Advertising, hopes to have 12 full-service offices in Europe and Southeast Asia operating by yearend.

GreyCom International was created in April, and Harriet Mouchly-Weiss was appointed president. She was previously chairman of the international division of Ruder Finn & Rotman. The new division of GreyCom now employs 15 fulltime staff members.

The goal is to develop "the same type of network the five leaders have," Ms. Mouchly-Weiss said, referring to the networks of Burson-Marsteller, Hill & Knowlton, Carl Byoir & Associates, Ruder Finn & Rotman and Daniel J. Edelman Inc. In addition to its New York office, GreyCom now has affiliates in Washington, Chicago and Los Angeles.

GreyCom has two international clients, the governments of Jamaica and Malaysia. The New York office handles the two accounts. She said GreyCom "is pitching for other international business," but declined to identify potential clients.

"We're assuming that many of the Grey Advertising clients will be interested in using us worldwide since they already use us in the U.S.," Ms. Mouchly-Weiss said.

Some products marketed by Procter & Gamble that are now handled by GreyCom in the U.S. would be potential business worldwide, she said.

Expansion will come through joint ventures and acquisitions, with a few nonequity affiliations, Ms. Mouchly-Weiss said. She added that GreyCom is working on deals with two pr shops, but she declined to name them.

GreyCom's first European targets are the U.K., France, Belgium and Sweden. "We hope to have our European set of offices in place no later than early fall," Ms. Mouchly-Weiss said.

In the Far East, GreyCom is looking at Indonesia, Hong Kong and Japan for offices. Ms. Mouchly-Weiss added that GreyCom is also interested in China, but "I wouldn't say it's on my priority list for this week."

GreyCom wants to staff the offices with local people "who understand pr on an international platform and have an understanding of American firms," she said. "Cross-cultural fertilization and understanding is essential for us and our clients."

For multimarket clients, GreyCom will fashion a program for local needs, Ms. Mouchly-Weiss said. "It's more than interpreting a press release. We'll take a problem, and we'll give it local interpretations."#

Foote, Cone & Belding

Clients:	Americas									Europe												Africa	Asia, Pacific							
	USA	Brazil	Canada	Costa Rica	Guatemala	Mexico	Panama	Puerto Rico	Trinidad	Venezuela	Austria	Belgium	Denmark	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	UK	South Africa	Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore
Airbus Industries																	•						•								
Bayer									•										•					•							
Beiersdorf				•	•		•		•				•	•				•			•	•									
Bermuda Tourism	•		•																				•								
Bristol-Myers								•														•			•		•			•	
British Caledonian											•		•	•	•		•														
Cadbury-Schweppes												▪	•	•					•	•	•	•	•	•			•					
California Raisin	•		•								•	•		•					•			•	•									
Citibank	•							•	•			•									•			•								
Colgate-Palmolive	•	•	•	•	•	•	•	•	•	•		▪	•	•	•	•					•	•	•	•								
Computerland											•	•	•	•			•				•	•	•	•		•						
Data General	•		•			•		•		•	•	•		•	•		•	•				•	•	•		•				•		•
Frito-Lay	•					•	•																					•				
Gillette						•				•				•	•		•					•	•									
Hewlett-Packard												•											•									
Imperial Chemical				•							•		•	•							•				•							
S.C. Johnson	•			•	•						•	•	•	•			•		•	•	•	•	•									
Kimberly-Clark	•	•	•	•	•		•	•		•	•		•					•									•					
Kraft	•		•								•				•		•		•		•		•									
Levi Strauss	•			•	•																											
Matsushita				•	•		•																									
Max Factor					•																				•				•			•
Mazda	•		•					•			•																					
Melitta															•										•	•						
Monsanto					•	•		•		•																						
Motta/SME	•														•	•	•															
Nestle	•								•					•		•			•													
North Sea Ferries											•				•			•														
Pearle Vision	•		•					•															•									
Pepsi-Cola	•								•															•								
Pizza Hut	•														•								•					•				•
Rothmans																								•	•	•						•
Royal Bank of Canada		•	•							•													•									
Schering-Plough													•		•								•									
Sears	•		▪					•																								
Shell																	•							•	•							
Shulton											•						•			•		•		•							•	
Siemens											•								•					•								
Sunkist Fresh Fruit	•		•									•			•										•	•		•				
3M											•		•	•									•									
Hiram Walker		•				•				•		•		•	•		•	•		•	•		•		•							
Warner-Lambert								•												•											•	
Wrigley Co.															•		•				•											

Source: Foote, Cone & Belding

The above chart shows Foote, Cone & Belding's 1985 worldwide client roster. The agency's 1984 roster was erroneously published in the World Brands section of ADVERTISING AGE on July 7 (P. S-8).

Fleet St.

(Continued from Page 52)

Today for about $30 million. Mr. Shah remained as chairman and ceo of *Today*'s publishing company, News (U.K.), and kept control of 51% of the paper.

New plans call for *Today* to beef up editorial and production staffs and attempt to win back advertisers disillusioned by early editions. Color reproduction and layout have been improved and a managing director has been hired to take over the day-to-day running of the tabloid from Mr. Shah.

Terry Cassidy, the new managing director, is the former publisher of a Lonhro newspaper in Scotland. Plans also call for scrapping the independent distribution system Mr. Shah established for *Today* in favor of the unionized wholesalers used by most other U.K. newspapers.

To build circulation, *Today* is serializing "A Matter of Honour," the latest novel by Jeffrey Archer, one of the U.K.'s best selling novelists and deputy chairman of the U.K.'s Conservative party.

"The first hurdle is that many clients still remember the bad old days when our color wasn't very good," said Mark Pritchett, *Today*'s advertising director. "To convince them that we can handle color we are beginning to print special advertising newspapers full of ads."

On two Saturdays in July, *Today* produced a 32-page promotional prototype consisting entirely of ads, to be sent to prospective advertisers and ad agencies, he said.

Mr. Murdoch, meanwhile, succeeded in whisking his four newspapers overnight to a new printing plant and continuing to print and distribute them despite militant picketing by his former labor force. But staff morale at the four titles has plummeted and news staffers are harassed by pickets. Also, Mr. Murdoch's reporters are shunned by the Labor party and other news sources and many libraries refuse to stock the newspapers in sympathy with the strikers.

Mr. Murdoch's company, News International, has indicated interest in reopening negotiations with the print unions. That came despite the unions' rejection last month of what Mr. Murdoch said was his final offer, involving $75 million in compensation and the gift of the former News International printing plant to the unions, to start their own newspaper.

"Murdoch's cash flow has improved dramatically, although he had to spend a bit on barbed wire and trucks," said Mr. Terrington. "He must be making $90 million to $100 million [in reduced payroll] and advertising has been healthy."

But pressure on Mr. Murdoch is increasing. Attrition among the editorial staff has reached near-panic proportions. So far, 34 journalists from Mr. Murdoch's *Times* and *Sunday Times* have been poached by Andreas Whittam Smith, editor of the *Independent*, a new upmarket national daily broadsheet scheduled to be launched Oct. 7.

Other journalists have left or been fired because they disagreed with Mr. Murdoch's decision to outflank the print unions by moving to the new plant in Wapping, three miles east of Fleet Street, where U.K. newspapers are traditionally printed. In addition, Mr. Murdoch narrowly avoided a strike by journalists at the *Sun* by handing out 10% pay hikes.#

How the Top 50 agency 'brands' line up

Ad Age list peels away shops' subsidiary units

CHICAGO—An advertiser wants to assign business to one of the top 10 agencies but doesn't want to get involved with the subsidiaries that handle public relations, direct response, Yellow Pages, medical journals or sales promotion, to name a few. At that point, can he tell which *are* the top 10 agencies?

It isn't easy.

The search is complicated because billings scorecards traditionally lump together the agency's subsidiary revenues in arriving at total company revenue.

And then there are the agency mergers and megamergers that further conceal the outline of the so-called "brand name" agency, or the basic agency unit that remains after its support elements are peeled away.

"In accepting the challenge to prepare a list of the Top 10 agencies by 'brand name' calculations, we decided to antagonize not just those in and around the Top 10, but to go all out and apply this 'unbundling' process to a Top 50 list," said Fred Danzig, ADVERTISING AGE editor.

The process of extracting pure brand name numbers proved to be as complicated as it will be controversial, since some agencies may occasionally consider their regional subsidiaries to be offices, and others look upon subsidiaries as totally separate entities. To be consistent, the Brand Name Agency list excludes all units that are subsidiaries, but includes branch offices.

"A lot of apples and oranges get into the picture, and it has taken months of checking and rechecking to arrive at what can be considered a respectable list of this sort," observed Craig Endicott, who edits AA profile issues and supervised the brand name unbundling project.

To arrive at the Brand Name Agency total, agencies reporting their subsidiaries as part of their totals in the ADVERTISING AGE Agency Income Report published March 27, 1986, were asked to break out billings from their subsidiaries or assist AD AGE staffers in estimating the various components to arrive at a brand total minus subsidiaries. In select cases, estimates were made by AA.

As an example of what unbundling does, in the new calculation, Young & Rubicam, the No. 1 agency in combined U.S. billings ($2.27 billion for 1985) in the March Agency Income Report, yields that spot on the Brand Name Agency list to J. Walter Thompson Co. JWT ranked fifth in U.S. billings ($1.65 billion) in the traditional calculations. Unbundled, Y&R drops to No. 7 ($1.1 billion) on the Brand Name Agency list. The accompanying chart shows that 11 agencies were excluded from the Y&R composite.

Leo Burnett Co. surges to No. 2 on the new list, up from No. 8 in the March report. The new list also introduces Omnicom's DDB/Needham Worldwide, fresh from the Doyle Dane Bernbach-Needham Harper merger, and ranks it No. 3 ($1.27 billion). Ogilvy & Mather, extracted from the No. 2-ranked Ogilvy Group in the March report, ranks No. 4 on the Brand Name list. Foote, Cone & Belding moves up to No. 5 on the new list, from No. 6.

The first column entry on the Brand Name list, titled "Brand name agency rank," is a ranking of the billings composite of the "included" entries shown in the adjoining chart.

The March, 1986, Agency Income Report is the source of the second column entry. The rankings also are for the parent agency, which may or may not be the same name or composition in this chart as in the March report. The parent essentially represents all the units comprising both the "included" and "excluded" entries in the adjoining chart.

In most cases, the Brand Name Agency rank is the streamlined version of the agency's composition that provided its ranking in the March report.

Billings from acquisitions made since the March report and carried as offices rather than subsidiaries also have been added into the Brand Name Agency rank. An example of the latter is the merger of Leber Katz Partners Advertising into the New York office of Foote, Cone & Belding Communications. Figures used to determine rankings in both columns were 1985 U.S. billings totals.

Among housekeeping matters, a dash is placed next to DDB/Needham Worldwide, Campbell-Ewald and Lowe Marschalk in column two because they did not exist under these names in the March report.

In the same column, Ally & Gargano/MCA Advertising's No. 45 ranking in the March report is solely for MCA Advertising, and not the merger of the two that has occurred since the March report. Bernard Hodes Advertising, a subsidiary of DDB International, was not reported on separately in the March report in which its totals were folded into those of parent, DDB.

The third column entries bear the current names of the agencies. If the agency name differs from the name of the agency group to which it belongs, that agency group name is provided in the fourth column.

Top 50 brand name agencies

Brand name agency rank	3/27/86 income issue rank	Agency	Agency group	1985 U.S. billings
1	5	**J. Walter Thompson Co.**	JWT Group	$1,484,207,000
2	8	**Leo Burnett Co.**		1,269,906,000
3	—	**DDB/Needham Worldwide**	Omnicom Group	1,269,778,000
4	2	**Ogilvy & Mather**	Ogilvy Group	1,125,583,000
5	6	**Foote, Cone & Belding Communications**		1,124,367,000
6	12	**Bozell, Jacobs, Kenyon & Eckhardt**	Lorimar-Telepictures Corp.	1,100,000,000
7	1	**Young & Rubicam**		1,100,000,000
8	10	**Grey Advertising**		916,425,000
9	7	**D'Arcy Masius Benton & Bowles**		878,408,000
10	13	**DFS Dorland Worldwide, Inc.**	Saatchi & Saatchi plc (DFS)	836,900,000
11	15	**McCann-Erickson USA**	Interpublic Group of Cos.	808,177,000
12	3	**Ted Bates Advertising**	Saatchi & Saatchi plc (Bates)	754,409,899
13	17	**N W Ayer**		652,000,000
14	4	**BBDO Inc.**	Omnicom Group	615,000,000
15	9	**Saatchi & Saatchi Compton Inc.**	Saatchi & Saatchi plc	590,000,000
16	—	**Campbell-Ewald Co.**	Interpublic Group of Cos.	548,300,000
17	18	**Wells, Rich, Greene**		521,800,000
18	19	**William Esty Co.**	Saatchi & Saatchi plc (Bates)	510,000,000
19	20	**SSC&B:Lintas Worldwide**	Interpublic Group of Cos.	449,578,000
20	21	**Backer & Spielvogel**	Saatchi & Saatchi plc (Bates)	385,100,000
21	45	**Ally & Gargano/MCA Advertising**	Marketing Corp. of America	373,014,000
22	25	**HBM/Creamer**		318,000,000
23	22	**Ketchum Communications**		311,000,000
24	24	**Campbell-Mithun**	Saatchi & Saatchi plc (Bates)	308,574,000
25	—	**Lowe Marschalk**	Interpublic Group of Cos.	299,800,000
26	27	**Chiat/Day**		294,288,966
27	29	**Tracy-Locke, Inc.**	Omnicom Group	272,300,000
28	30	**Della Femina, Travisano & Partners**		245,000,000
29	31	**Scali, McCabe, Sloves**	Ogilvy Group	243,875,300
30	26	**Ross Roy Inc.**		241,300,000
31	23	**Cunningham & Walsh**	Mickelberry Corp	239,900,000
32	32	**Laurence, Charles, Free & Lawson**	Mickelberry Corp (C & W Group)	235,000,000
33	33	**Tatham-Laird & Kudner**		235,000,000
34	34	**Jordan, Case, Taylor & McGrath**		208,672,000
35	36	**McCaffrey & McCall**	Saatchi & Saatchi plc	198,000,000
36	37	**Hill, Holliday, Connors, Cosmopulos**		191,989,200
37	38	**Lord, Geller, Federico, Einstein**	JWT Group	185,665,039
38	39	**W.B. Doner & Co.**		185,200,000
39	40	**Wunderman, Ricotta & Kline**	Young & Rubicam	175,700,000
40	42	**Admarketing**		170,467,000
41	43	**Bloom Cos.**		170,000,000
42	44	**Geers Gross Advertising**		170,000,000
43	46	**HCM**	Y&R, Eurocom (joint venture)	165,415,000
44	47	**DYR Worldwide**	Y&R, Dentsu Inc. (joint venture)	143,200,000
45	—	**Bernard Hodes Adv.**	Omnicom Group	141,004,000
46	48	**Dailey & Associates**	Interpublic Group of Cos.	140,884,000
47	49	**Warwick Advertising**		140,000,000
48	50	**Rosenfeld, Sirowitz & Humphrey**		138,997,600
49	51	**Ammirati & Puris**		130,000,000
50	52	**Evans Communications**		122,000,000

Composition of brand name agencies without subsidiaries

Agency	Included	Excluded from parent
Ally & Gargano/MCA	Ally & Gargano/MCA Advertising	None
Ted Bates Advertising	Ted Bates-named shops	AC&R Advertising, Campbell-Mithun, Diener/Hauser/Bates Co., William Esty Co., Kobs & Brady, Sawdon & Bess Advertising, Stern Walter/Earle Ludgin
BBDO Inc.	BBDO Inc. (N.Y., Detroit, Minneapolis)	BBDO Chicago, BBDO Direct, BBDO/West, BDA/BBDO, Blair Advertising, Caravetta Allen, Kimbrough/BBDO, Frank J. Corbett Inc., Doremus & Co., GM DuBois, Hannaford, Ingalls Quinn & Johnson/BBDO, Lavey/Wolff/Swift, Marcos Direct, RC Communications, Franklin Spier Inc., Telerx Marketing, Tracy-Locke, Waring & LaRosa
Campbell-Ewald Co.	C-E-named shops	CECO Communications
Campbell-Mithun	Campbell-Mithun-named shops	Cash Plus Inc., Promotion Works Inc.
Cunningham & Walsh	Cunningham & Walsh-named shops, BBDM/Cunningham & Walsh	None
D'Arcy Masius Benton & Bowles	DMB&B-named shops	Ted Colangelo Associates, Direct Inc., Intergroup Marketing & Promotions, Manning, Selvage & Lee, Medicus Intercon, Poppe Tyson Inc., Telecom Entertainment
Dancer Fitzgerald Sample	DFS-named shops	DFS Progam Exchange, Program Syndication Services
DDB/Needham Worldwide	DDB-named shops, Needham Harper-named shops	Bernard Hodes Advertising (DDB), Cargill, Wilson & Acree (DDB), Direct Response Group (DDB), DR Group (Needham), Ecom—(terminated 1984) (DDB), Fletcher/Mayo/Associates (DDB), Kallir, Philips, Ross (DDB), Milici/Valenti Advertising (DDB), Needham Porter Novelli, Needham-Los Angeles (sold), Rapp & Collins (DDB), York, Alpern/DDB
Foote, Cone & Belding	FCB-named shops, Leber Katz	Albert Frank/Guenther Law, Carl Byoir & Associates, Deutsch, Shea & Evans, Golin/Harris Communications, Lewis, Gilman & Kynett, North Castle Partners, Smith-Hemmings-Gosden, VICOM Associates
Grey Advertising	Grey-named shops	Beaumont-Bennett, GreyCom Inc., Grey Direct, Grey Entertainment & Media, Grey Medical, LBS Communications, Levine, Huntley, Schmidt & Beaver
Jordan, Case, Taylor & McGrath	JCT&M-named shop	Bloom & Gelb, C.L. Stawasz
Ketchum Communications	Ketchum-named shops	Ketchum Public Relations, Ketchum Yellow Pages, Ketchum Direct
McCann-Erickson USA	McCann-Erickson-named shops	McCann Direct, Sieber & McIntyre
Medicus Intercon International	Medicus Intercon, Science & Medicine	None
Ogilvy & Mather	O&M-named shops	Cole & Weber, A. Eicoff & Co., Euramerica Translations, Eyepatch, Fallon McElligott, Graphic Services, Ogilvy & Mather Direct Response, O&M Partners, O&M Presents, O&M Public Relations Group, O&M Yellow Pages, Rolf Werner Rosenthal, Scali, McCabe, Sloves, Speech Dynamics, Sussman & Sugar
Rosenfeld, Sirowitz & Humphrey	RS&H's N.Y. shop	RS&H Co-op
Ross Roy Inc.	Ross Roy-named shops	Calet, Hirsch & Spector, Gray & Kilgore, Griswold Inc., Lerner Scott Corp., Ross Roy/Colarossi Griswold
Saatchi & Saatchi Compton	Saatchi & Saatchi Compton	Backer & Spielvogel, Ted Bates Worldwide, Cadwell Davis Partners, Cochrane Chase Livingston, Fairfax Inc., Hay Group, Hoffman York, Klaid Co., Klemtner Advertising, Irv Koons, Mayo Infurna Design, McCaffrey & McCall, Rowland Co., Rumrill-Hoyt, Skelly, Yankelovich & White
Scali, McCabe, Sloves	SMS-named shops	Fallon McElligott
J. Walter Thompson	JWT-named shops	Brouillard Communications, Lord, Geller, Federico, Einstein, Hill & Knowlton, JWT Direct, JWT Healthcare, Market Behavior, Marti Flores Prieto, Simmons Market Research Bureau, Thompson Recruitment
Wells, Rich, Greene	WRG-named shops	Gardner Advertising
Young & Rubicam	Y&R-named shops	Cato Johnson Y&R, Creswell, Munsell, Fultz & Zirbel, DYR, HCM, Hutchins/Y&R, Rives Smith Baldwin Carlberg+ Y&R, Sive Associates, Stone & Adler/Chapman, Sudler & Hennessey, Wunderman, Ricotta & Kline, Zemp/Y&R

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

July

	Current month 1986	Current month 1985	Year-to-date 1986	Year-to-date 1985
— Art & antiques —				
American Artist	—	—	—	—
Antiques	—	—	—	—
Art in America	—	—	—	—
Southwest Art	65.7	76.7	493.0	544.2
Total Group	**65.7**	**76.7**	**493.0**	**544.2**
% change		**-14.3%**		**-9.4%**
— Auto/cycle/rec. vehicles —				
AutoWeek (52X)	133.4	168.4	1,038.2	939.9
Car & Driver	88.7	86.2	670.8	721.5
Car Craft	74.6	91.6	515.3	527.6
Circle Track	67.7	58.6	439.9	380.2
Cycle	34.6	62.8	360.3	400.6
Cycle Guide (11X)	40.4	44.4	349.7	323.3
Cycle World	32.3	62.0	385.8	451.7
Dirt Rider	33.9	32.3	307.7	243.0
Dune Buggies & Hot VW's	91.8	102.4	612.3	638.1
Family Motor Coaching	164.1	174.3	1,062.2	1,067.7
4 Wheel & Off-Road	89.6	80.8	608.8	522.2
Four Wheeler	82.4	82.4	588.0	602.1
Hot Rod	59.2	58.8	443.5	443.5
Motorcyclist	48.1	42.7	382.4	296.2
Motorhome Life	90.8	101.6	667.5	690.9
Motor Trend	58.2	66.8	472.0	533.6
Pick-Ups & Minitrucks	—	—	—	—
Rider	51.9	52.3	400.5	428.2
Road & Track	94.0	111.0	707.2	804.8
3 Wheeling	57.6	70.0	412.9	394.4
Trailer Life	107.0	107.2	833.6	909.0
Total Group	**1,500.3**	**1,656.8**	**11,258.6**	**12,198.5**
% change		**-9.4%**		**-7.7%**
— Boating & yachting —				
Boating	101.3	111.6	1,014.1	1,012.7
Chesapeake Bay	36.3	32.0	259.9	220.7
Cruising World	124.6	122.3	878.4	906.8
Lakeland Boating (10X)	59.5	50.5	490.5	463.0
Motor Boating & Sailing	131.6	126.7	1,286.5	1,214.3
Sail	84.8	83.2	791.9	942.3
Small Boat Journal (6X)	—	—	166.8	153.4
Trailer Boats (11X)	32.9	24.8	329.4	260.2
Western Boatman (6X)	30.0	41.1	162.8	189.9
Yachting	113.0	122.2	1,000.2	1,189.0
Total Group	**714.2**	**714.4**	**6,380.5**	**6,552.3**
% change		**+0.0%**		**-2.8%**
— Canadian —				
L'Actualite	51.8	47.7	572.1	419.5
Chatelaine				
English Edition A	70.4	60.0	650.0	643.2
French Edition	46.0	48.1	551.3	501.0
City and Country Home (8X)	—	—	269.9	200.5
City Woman (5X)	—	—	—	—
Equinox (6X)	32.2	28.5	147.2	107.0
Financial Post-Moneywise A	25.8	31.3	254.6	233.9
Flare A	35.3	35.6	478.3	423.3
Macleans (52X) A	65.3	94.5	852.3	788.5
Montreal Magazine (10X)	—	—	—	—
Montreal Ce Mois Ci	—	—	—	—
Reader's Digest				
Canadian-English A	64.6	57.7	499.9	448.9
Canadian-French A	59.8	47.3	417.9	347.2
Toronto Life	68.2	53.5	616.2	545.0
Vancouver	—	—	—	—
Total Group	**519.4**	**504.2**	**5,309.7**	**4,628.0**
% change		**+3.0%**		**+14.7%**
— Civic/fraternal —				
American Legion	22.6	17.2	168.3	178.9
Elks (10X)	—	—	112.1	119.5
Kiwanis	—	—	107.5	98.4
Lion (10X)	10.6	7.0	40.6	41.3
Rotarian	11.7	7.7	100.5	79.6
V.F.W. (11X)	—	—	163.9	159.3
Total Group	**44.9**	**31.9**	**692.9**	**677.0**
% change		**+40.7%**		**+2.3%**
— Comics —				
DC Comics	2.5	5.0	36.0	39.5
Marvel Comics Group	7.0	7.0	47.0	43.5
Total Group	**9.5**	**12.0**	**83.0**	**83.0**
% change		**-20.8%**		**+0.0%**
— General —				
American Health (10X)	73.7	42.2	356.4	308.1
American West (6X)	—	—	—	—
The Atlantic A	17.8	40.4	250.7	330.1
Audubon Magazine (6X)	25.3	24.0	106.0	136.0
Bon Appetit A	61.4	64.9	558.4	575.0
Changing Times	42.8	33.0	335.5	270.5
Connoisseur	28.5	25.0	461.0	402.2
Consumer's Digest (8X)	19.5	19.8	108.5	119.7
Ebony	77.5	89.7	655.6	641.2
Fifty Plus	22.8	34.0	247.6	222.8
Food & Wine	35.3	81.7	309.7	337.1
Games	—	—	—	—
Gourmet	64.5	50.3	614.1	609.0
Harper's A	17.5	19.0	159.9	178.9
Harrowsmith	28.8	—	157.4	—
Home Entertainment (8X)	—	—	124.6	129.3
Life	49.6	40.1	383.0	437.3
Modern Maturity (6X)	43.8	43.2	129.4	142.2
Money	97.7	103.9	858.5	830.2
Moneysworth (4X)	—	—	30.5	37.2
Mother Earth News (6X)	—	—	—	—
Mother Jones (9X)	—	—	—	—
National Geographic	—	—	—	—
Natural History	36.5	31.7	284.1	294.5
Prevention	54.9	55.5	430.3	412.5
Psychology Today	26.6	15.2	184.9	166.5
Reader's Digest A	70.4	51.4	676.8	522.8
Saturday Evening Post (9X)	37.6	39.0	188.3	180.0
Signature	54.0	37.3	481.9	379.2
Smithsonian	72.4	68.6	542.7	620.3
Success	—	—	—	—
Sylvia Porter's Personal Finance (6X)	36.2	38.3	239.1	156.6
Town & Country	55.0	73.6	761.6	826.3
Travel-Holiday	26.6	25.4	297.3	330.8
Travel & Leisure	60.9	106.5	722.9	772.6
Vanity Fair	21.1	16.6	274.5	215.4
Writer's Digest	19.1	21.9	174.5	165.4
Yankee	56.3	50.9	485.0	463.1
Total Group	**1,315.0**	**1,343.1**	**11,590.7**	**11,212.8**
% change		**-2.0%**		**+3.3%**
— Home —				
Americana (6X)	17.2	26.9	111.4	137.8
Architectural Digest A	63.1	60.2	835.2	875.8
Better Homes & Gardens	74.3	79.9	761.8	777.8
Colonial Homes (6X)	—	—	—	—
Columbus Monthly-Homes (4X)	29.4	26.8	81.7	26.8
Country Home (6X)	34.7	23.0	175.8	119.6
Country Journal	—	—	—	—
Country Living	60.8	61.5	490.0	457.8
Dallas-Ft. Worth Home & Garden	71.2	99.5	550.0	501.9
Family Handyman (10X) A	50.7	67.9	382.4	391.3
Flower & Garden (6X)	—	—	130.0	125.6
Home	36.8	40.4	343.5	345.9
The Homeowner (10X)	25.1	27.3	187.8	170.5
Horticulture	32.0	25.0	278.0	256.0
House Beautiful	39.4	63.4	504.3	568.4
House & Garden	52.0	62.2	626.8	654.1
Houston Home & Garden	70.0	92.3	531.5	609.0
Metropolitan Home	32.3	32.4	401.9	431.6
New Shelter (9X)	55.0	56.4	317.7	326.9
1,001 Home Ideas	28.0	36.9	299.6	312.7
Phoenix Home & Garden	60.3	56.8	467.3	453.9
Rodale's Organic Gardening	50.4	42.1	445.2	412.7
Rx Being Well	—	—	—	—
San Diego Home & Garden	70.5	87.8	487.3	522.6
South Florida Home & Garden	25.0	37.0	211.0	253.0
Southern Accents (6X)	59.9	61.4	377.7	335.1
Southern Living	99.8	114.8	993.2	907.3
Sunset Magazine A	117.0	120.6	993.1	1,014.6
Texas Homes	57.8	98.2	452.4	580.6
Workbench (6X)	31.5	38.2	191.3	209.9
Total Group	**1,344.2**	**1,538.9**	**11,627.9**	**12,504.6**
% change		**-12.6%**		**-7.0%**
— In-flight & other passenger —				
Aboard Group (7) (6X)	—	—	—	—
Alaska Airlines	65.3	49.8	404.7	329.7
East/West Network				
Eastern Review	71.3	78.7	739.6	668.3
Frontier	36.2	—	250.0	—
Northwest Orient	47.8	48.7	326.3	278.5
Ozark	50.0	51.2	330.0	280.0
Pan Am Clipper	39.3	82.3	446.1	406.8
PSA Magazine	80.2	58.5	619.0	538.8
Republic Scene	43.2	47.5	357.9	314.7
Spirit	—	—	—	—
United	66.2	88.0	684.2	618.0
Western's World	54.5	49.2	420.3	365.8
Halsey Publications				
Air Cal	51.2	48.0	367.5	322.9
Delta Sky	61.5	61.6	523.8	493.7
People's Expressions	29.5	—	276.8	—
US Air	41.3	46.3	307.0	318.8
Hawaii (6X)	—	—	—	—
Pace	50.6	80.5	557.4	389.6
Presidential Airways (6X)	9.2	—	29.2	—
Southwest Airlines	—	—	—	—
Spirit of Aloha (6X)	83.8	92.7	694.8	611.0
TWA Ambassador	54.5	65.0	352.9	366.3
Total Group	**932.6**	**948.0**	**7,627.5**	**6,302.9**
% change		**-1.6%**		**+21.0%**
— Men's —				
Esquire A	—	—	—	—
Firehouse Magazine (13X)	23.0	33.3	315.0	296.6
Gentlemen's Quarterly A	86.6	73.5	945.6	898.7
M	24.6	30.3	345.0	333.3
Penthouse A	34.7	36.6	251.0	274.3
Playboy A	62.2	71.9	449.4	503.8
Total Group	**231.6**	**245.6**	**2,306.0**	**2,306.7**
% change		**-5.9%**		**+0.0%**
— Metropolitan —				
Aloha (6X)	28.3	28.8	114.0	125.2
Atlanta	39.2	44.5	363.5	361.4
Baltimore	70.7	70.1	502.7	537.6
Boston	144.2	141.5	1,023.7	1,009.5
California	38.9	41.6	484.1	463.6
Chicago	126.8	104.0	857.6	896.1
Chicago's North Shore	70.8	56.6	536.0	512.3
Cincinnati	53.0	51.5	405.2	374.1
Cleveland	73.5	85.5	503.1	526.9
Coast (38X)	306.4	338.8	1,431.6	1,528.4
Columbus Monthly	78.1	60.7	461.0	460.4
Connecticut	73.2	58.9	635.2	594.6
D/Magazine, Dallas/Ft. Worth	104.5	121.0	854.4	893.1
Denver	36.0	30.7	248.6	206.8
Detroit Monthly	38.3	40.8	529.8	390.0
Grand Rapids	53.8	61.2	294.3	347.1
Gulfshore Life (10X)	—	—	—	—
Honolulu	—	—	—	—
Houston City	43.3	48.7	365.6	496.4
Indianapolis	—	—	—	—
Kansas City	—	—	—	—
Los Angeles	—	—	—	—
Louisiana Life (6X)	30.7	53.0	149.7	219.0
Madison	52.0	44.0	446.0	426.0
Metropolitan Detroit	84.2	74.2	530.4	495.2
Miami Mensual	38.3	38.2	314.3	260.0
Miami/South Florida	44.4	81.3	501.0	637.0
Mid Atlantic County	32.1	35.9	272.5	320.5
Milwaukee	56.5	71.9	450.9	439.7
Minneapolis/St. Paul	77.0	74.6	634.4	654.8
Nashville	73.0	34.0	282.0	245.0
New England Monthly	39.8	27.0	260.2	204.5
New Jersey Monthly	—	—	—	—
New Mexico	—	—	—	—
Ohio	43.2	52.9	402.0	443.2
Oregon	36.2	22.3	216.6	220.3
Orlando	98.8	113.8	693.5	705.7
Palm Beach Life	22.0	26.0	443.1	537.1
Palm Springs Life	42.0	41.3	720.7	743.6
Philadelphia	119.5	118.7	864.6	904.1
Phoenix	59.4	78.4	622.8	660.4
Pittsburgh	—	—	—	—
St. Louis	66.3	43.5	336.0	383.0
San Diego	116.0	136.7	939.2	1,078.1
San Francisco (6X)	—	—	—	—
San Francisco Focus	63.7	69.2	615.6	573.7
Texas Monthly	85.7	97.0	866.2	799.6
Twin Cities	42.6	51.7	351.5	398.8
Ultra	33.0	40.1	394.4	476.8
The Virginian	62.0	49.0	257.0	222.0
Washington (6X)	83.0	47.0	311.0	144.0
Washington Dossier (11X)	—	—	—	—
The Washingtonian	123.0	139.0	870.0	899.0
Total Group	**3,003.4**	**3,045.6**	**22,356.0**	**21,915.6**
% change		**-1.3%**		**+2.0%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group				
Modern Romances	22.2	21.0	146.2	131.3
Secrets	22.2	21.0	146.2	131.3
True Confessions	22.2	21.0	146.2	131.3
True Experience	22.2	21.0	146.2	131.3
True Love	22.2	21.0	146.2	131.3
True Romance	22.2	21.0	146.2	131.3
Sterling Women's Group				
Daytime TV	26.5	28.5	178.0	201.5
Modern Screen	—	—	47.5	41.8
Movie Mirror (6X)	—	—	17.5	70.5
Soap Opera Stars	—	—	49.6	59.5
TV Movie Screen (6X)	—	—	25.9	19.3
TV Picture Life (6X)	—	—	10.6	15.0
Total Group	**159.7**	**154.5**	**1,206.3**	**1,195.4**
% change		**+3.3%**		**+0.91%**
— Music/entertainment —				
American Film (10X)	—	—	—	—
Audio	68.0	56.9	511.2	552.4
Circus Magazine	—	—	—	—
Dance Magazine	30.7	33.9	377.1	389.2
Musician	61.6	67.1	389.2	405.6
Playbill	37.2	38.2	299.3	335.8
Stereo Review	69.5	33.0	482.2	265.2
Video	72.5	63.6	521.2	519.9
Video Review	—	—	—	—
Total Group	**339.5**	**292.7**	**2,580.2**	**2,468.1**
% change		**+15.9%**		**+4.5%**
— National Sunday magazines —				
Parade (52X)	36.4	32.0	364.3	352.1
Total Group	**36.4**	**32.0**	**364.3**	**352.1**
% change		**+13.7%**		**+3.4%**
— Outdoor & sport —				
Alaska	36.3	34.8	316.2	334.7
The American Handgunner (6X)	42.0	34.0	142.0	136.0
American Hunter	12.2	20.9	120.4	115.7
American Rifleman	18.8	18.1	157.7	158.3
Backpacker (6X)	33.4	32.3	119.4	136.6
Bass Master (9X) A	28.3	34.4	382.1	393.5
Bicycling (9X)	66.2	92.1	526.9	642.3
Duck's Unlimited (6X)	30.0	34.1	110.0	93.7
Equus	—	—	—	—
Field & Stream	62.7	118.1	624.3	672.8
Fins & Feathers A	—	—	—	—
Fishing World	11.6	15.6	178.0	176.2
Florida Sportsman	74.3	68.8	831.1	760.4
Flying	44.7	55.9	256.2	328.1
Golf Digest	73.3	52.5	746.8	681.5
Golf Magazine	45.2	40.5	540.5	530.0
Gun Dog (6X)	28.8	28.8	118.0	103.6

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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July

	Current month 1986	1985	Year-to-date 1986	1985
Guns	31.0	22.0	214.0	152.0
Guns & Ammo	40.3	40.8	324.3	286.0
In-Fisherman (6X)	61.5	68.0	333.5	366.0
Muscle & Fitness	115.4	106.3	763.7	754.3
Outdoor Life	56.4	59.1	549.4	511.0
Outside	53.6	36.1	347.0	306.8
Petersen's Hunting	43.0	37.1	289.0	245.1
The Runner	32.8	34.7	216.8	252.9
Runner's World (13X)	20.6	40.1	215.4	265.5
Salt Water Sportsman	53.7	58.1	716.1	634.5
Shooting Times	26.3	23.0	247.0	227.3
Sierra	34.5	28.4	143.4	136.3
Ski (8X) A	—	—	249.2	215.4
Skiing (7X)	—	—	—	—
Skin Diver	97.3	86.7	667.1	583.2
Southern Outdoors (8X)	31.9	30.0	256.3	209.4
Sport	32.5	31.3	238.3	261.7
Sports Afield	56.6	61.2	516.6	593.7
Tennis	83.2	119.1	525.8	602.1
Waterski (8X)	53.0	45.0	260.5	191.3
Wildfowl (6X)	—	—	49.3	—
Women's Sports & Fitness	26.3	21.8	148.7	121.5
World Tennis	24.9	42.2	243.8	42.2
Total Group	**1,582.6**	**1,671.9**	**12,684.8**	**12,191.6**
% change		-5.3%		+4.0%
— Photography —				
American Photographer	45.3	39.3	263.8	281.8
Petersen's Photographic	25.4	25.1	178.0	190.9
Popular Photography	68.5	89.6	457.9	622.2
Total Group	**139.2**	**154.0**	**899.7**	**1,094.9**
% change		-9.6%		-17.8%
— Religious —				
Christian Herald (11X)	26.3	28.5	194.4	211.9
Christianity Today (18X)	31.0	29.2	305.0	405.5
Inside (4X)	—	—	167.8	142.0
Moody Monthly (11X)	21.6	36.5	288.5	350.0
Today's Christian Woman (6X)	—	—	—	—
Total Group	**78.9**	**94.2**	**955.7**	**1,109.4**
% change		-16.2%		-13.8%
— Science/electronic/mechanic —				
Discover	35.0	30.0	216.8	221.3
Family Computing	33.5	13.5	288.7	259.9
Home Mechanix	40.5	51.2	436.4	466.5
Info World (52X)	—	—	—	—
Omni	50.9	53.9	388.2	399.7
Popular Mechanics	140.5	78.3	689.1	672.8
Popular Science	49.9	46.9	489.9	449.7
Science Digest	13.3	15.4	88.9	165.5
Science 86 (10X)	22.7	26.9	129.7	181.1
Scientific American	24.2	36.6	229.3	318.2
Spectrum	—	—	—	—
Total Group	**410.5**	**352.7**	**2,957.0**	**3,134.7**
% change		+16.3%		-5.8%
— Women/fashion/service —				
Bride's Magazine (6X) A	—	—	1,096.8	966.0
Cosmopolitan A	140.7	142.0	1,368.9	1,316.6
Essence	64.4	67.0	548.2	556.8
Family Circle (17X) A	84.4	179.1	957.7	1,033.9
Family Magazine	36.7	35.0	284.9	269.5
Glamour	101.1	113.2	1,152.5	1,131.2
Good Housekeeping A	130.7	115.7	1,117.0	1,123.5
Harper's Bazaar	63.1	71.8	799.4	847.9
Health	37.3	31.6	282.9	267.0
Ladies' Home Journal	76.1	85.3	758.0	732.8
Mademoiselle	73.7	65.4	808.8	788.2
McCall's	71.1	10.9	624.3	621.7
Military Lifestyle (10X)	—	—	—	—
Modern Bride (5X)	—	—	945.1	911.4
Ms	36.5	49.5	274.9	346.1
New Woman	66.7	39.0	493.6	349.4
Parents A	93.8	60.9	625.5	593.7
Playgirl	—	—	—	—
Redbook	74.8	74.4	639.8	607.4
Self	72.0	55.9	640.9	633.6
Seventeen	64.6	58.9	694.7	757.8
Shape	67.9	57.6	495.7	436.1
Soap Opera Digest (26X)	23.9	30.1	139.0	205.5
'Teen Magazine	38.6	43.5	327.1	325.8
True Story A	46.7	51.1	318.0	328.0
Vogue	105.2	93.3	1,515.6	1,553.0
W Magazine	54.1	62.8	655.5	663.0
Weight Watchers	30.7	24.3	233.1	193.0
Woman's Day (16X) A	135.3	118.2	912.2	772.1
The Workbasket (10X)	—	—	208.7	227.4
Working Mother	49.7	60.3	447.2	497.8
Working Woman	75.6	59.1	716.0	677.9
Total Group	**1,915.4**	**2,643.5**	**19,354.4**	**19,734.1**
% change		-27.5%		-1.9%
— Youth —				
Boys' Life	12.5	31.6	107.9	125.4
Campus Life	21.1	33.0	228.6	282.9
Total Group	**33.6**	**64.6**	**336.5**	**408.3**
% change		-47.9%		-17.5%

June

	Current month 1986	1985	Year-to-date 1986	1985
— Business —				
Advantage	62.0	48.0	351.0	295.0
Arizona Bus. Gazette (52X)	37.1	29.8	193.4	170.1
Atlanta Bus. Chronicle (52X)	70.8	56.0	451.4	298.9
Austin Bus. Journal (52X)	39.4	62.8	276.1	326.0
Baltimore Bus. Journal	83.0	51.8	392.8	343.0
Barron's (52X)	212.6	194.9	1,162.3	1,148.1
Boston Bus. Journal (52X)	137.2	122.7	838.2	799.2
Business Atlanta	110.6	104.3	392.1	400.9
Business First of Buffalo	81.3	63.9	364.0	363.7
Business First of Columbus	87.1	80.5	487.5	440.4
Business Journal/Milwaukee	100.2	109.0	579.0	648.0
Business North Carolina	42.7	39.5	239.5	203.0
Business Week (52X) A	346.1	348.5	1,881.0	2,161.3
Business West	31.0	28.0	104.0	79.0
Cincinnati Bus. Courier	76.4	59.3	449.3	347.9
Corporate Report/Kansas City	31.1	58.1	186.2	300.4
Corporate Report/Minnesota	71.1	103.4	476.1	581.4
Crain's Chicago Bus. (52X)	204.2	147.0	1,001.5	889.0
Crain's Cleveland Bus. (52X)	69.8	68.3	357.3	451.8
Dun's Business Month	64.4	43.7	290.0	291.0
Financial World (24X)	54.0	55.5	321.8	242.6
Florida Trend (13X)	58.6	63.4	498.8	552.9
Forbes (26X)	357.9	279.6	1,610.1	1,708.4
Fortune (26X)	245.4	281.3	1,293.6	1,609.7
Frequent Flyer	54.7	63.5	351.8	372.4
Futures (13X)	45.5	45.0	276.1	288.0
Georgia Trend	43.7	—	307.5	—
Grand Rapids Bus. Journal	42.0	20.3	201.7	88.5
Hawaii Business	44.7	47.5	266.7	274.5
High Technology	16.3	33.6	110.4	199.0
Houston Bus. Journal (52X)	91.5	109.8	515.0	707.6
Inc. Magazine A	114.0	90.0	545.1	594.6
Industry Week (25X) A	94.5	75.4	549.7	539.2
Indianapolis Bus. Journal (52X)	166.1	118.8	866.7	692.2
Kansas City Bus. Journal	145.4	129.6	734.3	805.5
Manhattan, inc	72.2	51.0	412.3	214.8
Nation's Business A	41.3	27.6	215.6	214.5
Pacific Bus. News (52X)	149.0	117.5	697.8	640.5
Philadelphia Bus. Journal (52X)	129.9	67.8	673.2	509.2
Pittsburgh Bus. Times (52X)	98.7	72.5	533.9	429.0
Regardie's	80.8	73.3	818.0	732.7
San Jose Bus. Journal	89.0	110.8	564.9	642.0
Savvy	30.1	20.2	176.3	196.3
South Florida Bus. Journal	—	—	—	—
St. Louis Bus. Journal (52X)	159.8	163.3	833.4	845.5
Texas Business	—	—	—	—
Venture	78.6	101.9	421.3	423.5
Total Group	**4,461.8**	**4,038.7**	**24,268.7**	**24,061.2**
% change		+10.4%		+0.9%
— National Sunday magazines —				
Parade (52X)	59.4	52.5	327.9	319.9
USA Weekend (52X) A	45.2	53.9	313.2	302.3
Total Group	**104.6**	**106.4**	**641.1**	**622.2**
% change		-1.8%		+3.0%
— Newspaper Sunday magazines* —				
Boston Globe	214.2	194.7	1,203.0	1,131.8
Chicago Tribune	93.6	104.0	537.6	623.8
Cleveland Plain Dealer	52.9	51.8	291.1	269.3
Columbus Dispatch	35.9	55.1	243.4	278.9
Denver Post	172.0	180.0	880.0	944.0
Detroit News	72.0	90.0	548.0	525.0
L.A. Times Magazine	53.7	61.2	444.6	396.0
Louisville Courier-Journal	61.1	67.8	382.1	413.6
Miami Herald	57.4	49.5	299.9	249.1
New York Times Magazine	302.0	277.2	1,882.6	2,099.1
San Francisco Image	63.3	52.1	411.1	309.6
Seattle Times	57.0	49.0	308.0	256.0
Toledo Blade Magazine	40.4	59.5	238.2	245.0
Washington Post	93.7	135.2	738.1	698.3
Total Group	**1,369.2**	**1,427.1**	**8,407.7**	**8,439.5**
% change		-4.0%		-0.37%
— Weeklies/biweeklies —				
The Advocate (26X)	126.7	77.7	855.3	544.6
Army Times Military Group:				
Air Force Times (52X)	199.8	149.7	1,103.5	913.6
Army Times (52X)	191.0	149.6	999.9	892.3
Navy Times (52X)	203.4	159.8	1,073.7	975.9
The Blood-Horse (52X)	248.4	367.1	2,104.6	2,470.8
Capper's Weekly (26X)	16.8	13.8	166.7	146.1
Commonweal (22X)	3.1	2.0	46.4	40.1
Golf World (43X)	110.2	77.0	580.8	516.7
Grit (52X) A	23.0	14.7	147.6	116.4
National Journal (50X)	59.0	43.7	355.7	315.7
National Review (25X)	31.0	16.8	182.6	133.5
New Republic (48X)	44.8	29.7	217.1	165.8
New York Magazine (50X)	212.0	203.8	1,397.7	1,358.8
New Yorker (52X)	193.7	238.8	1,180.0	1,459.8
Newsweek (52X) A	232.6	210.9	1,203.7	1,283.6
People (52X)	365.1	321.5	1,789.3	1,767.6
Rolling Stone (25X)	101.7	89.8	603.4	496.5
Sporting News (52X)	44.3	39.6	311.8	218.4
Sports Illustrated (52X) A	242.6	217.9	1,362.1	1,332.2
Time (52X) A	225.5	204.4	1,252.8	1,289.8
Travelhost (52X) C	3,457.0	3,514.0	18,352.0	18,890.0
TV Guide (52X) A	181.6	202.0	1,799.5	1,835.9
TV Update (52X) C	2,109.0	2,724.0	14,328.0	13,795.0
Us Magazine (26X)	68.0	24.2	157.8	262.5
U.S. News & World Report (52X)	153.7	131.3	775.3	826.4
Total Group	**8,844.0**	**9,223.8**	**52,347.3**	**52,048.0**
% change		-4.1%		+5.7%
— Foreign —				
Business Week Int'l (52X)	147.2	134.0	751.8	719.2
Cosmopolitan Foreign Editions:				
Australia	59.3	68.3	346.7	339.2
Brazil	57.1	62.0	310.1	230.0
France	130.3	129.0	427.7	657.1
Germany	133.5	102.8	656.0	586.7
Great Britain	136.0	135.0	605.5	654.8
Greece	50.0	68.0	255.0	397.4
Holland	114.0	110.0	414.0	413.3
Italy	65.0	46.3	432.8	322.4
Japan	48.0	53.3	302.6	213.9
Cosmopolitan en Espanol:				
Central America	6.0	2.3	20.0	6.3
Colombia	23.7	14.0	61.7	63.0
Mexico	60.0	55.7	206.3	246.5
Peru	—	5.0	—	16.0
Puerto Rico	7.5	25.5	59.2	130.3
U.S. (Spanish language)	30.5	14.3	149.0	95.5
Venezuela	13.0	28.5	68.0	136.7
Good Housekeeping Foreign Editions:				
Australia	41.0	29.9	172.6	175.1
Great Britain	127.6	161.9	732.6	724.6
Japan	85.6	74.0	398.3	348.3
Buenhogar:				
Central America	3.0	1.0	7.0	6.0
Chile	2.0	1.0	8.0	7.0
Colombia	34.7	26.8	162.2	156.0
Ecuador	14.0	14.0	61.0	78.0
Mexico	30.5	34.7	159.8	192.7
Peru	12.5	9.0	36.5	43.5
Puerto Rico	11.0	8.5	51.5	47.5
Venezuela	15.0	40.7	117.7	164.3
Geomundo:				
Central America	5.0	4.0	22.0	27.5
Chile	7.0	5.0	24.0	30.5
Colombia	11.5	7.0	46.8	47.0
Ecuador	4.0	5.0	17.0	23.0
Mexico	11.0	5.0	36.5	35.0
Peru	4.0	4.0	16.0	29.5
Puerto Rico	1.0	2.0	10.0	21.0
Venezuela	11.0	7.0	61.0	49.5
Hombre De Mundo:				
Central America	4.0	3.0	35.0	20.0
Chile	6.0	4.0	36.0	24.0
Ecuador	6.0	3.0	30.0	22.5
Mexico	20.5	15.0	91.0	54.5
Peru	2.0	3.0	21.0	17.0
Puerto Rico	6.0	11.0	31.0	29.0
Venezuela	23.5	17.5	111.0	83.0
Ideas Para Su Hogar:				
Colombia	14.5	23.5	58.7	76.0
Ecuador	4.0	7.0	12.0	26.0
Mexico	12.0	10.7	31.8	43.8
Peru	5.5	2.5	17.5	12.5
Puerto Rico	—	4.5	—	9.5
Venezuela	14.5	28.5	58.7	91.0
Mecanica Popular:				
Argentina	2.7	0.3	16.0	15.3
Central America	8.8	9.2	53.7	59.0
Chile	5.0	3.3	28.3	21.2
Colombia	13.8	18.5	89.0	74.3
Mexico	12.2	17.3	55.8	74.3
Peru	9.8	9.8	56.7	69.0
Puerto Rico	5.8	7.5	39.7	60.0
Venezuela	13.5	11.8	61.3	69.8
Vanidades Continental:				
Central America	13.7	6.5	77.2	36.0
Chile	4.3	1.3	22.0	15.0
Colombia	84.2	61.0	324.2	352.5
Ecuador	11.0	13.7	92.2	108.3
Mexico	82.5	76.5	362.0	382.5
Peru	17.5	7.7	57.2	64.7
Puerto Rico	15.0	25.5	166.0	200.8
U.S.	37.7	31.0	242.7	219.8
Venezuela	28.8	48.8	175.7	276.3
International Communications:				
African Business	28.1	31.2	170.2	151.9
New African	16.7	17.6	109.5	91.1
The Middle East	14.1	11.2	59.6	101.5
International Management:				
Europe	47.2	46.5	263.8	270.2
Middle East	—	8.5	46.3	92.7
Johnston International:				
Alam Attijarat	45.1	52.3	217.1	282.8
Modern Africa (6X)	24.0	13.2	53.*	36.8
Modern Asia (11X)	71.2	24.7	220.5	169.9
Newsweek International A:				
Atlantic (52X)	118.2	95.9	494.7	478.2
Latin America (52X)	44.4	28.5	184.8	142.5
Pacific (52X)	81.7	79.1	342.1	347.5
Progreso (9X)	15.0	19.5	42.2	55.1
Reader's Digest:				
Arabic	8.5	20.5	29.5	65.5
Asian	262.0	249.0	1,329.3	1,151.0
Australian	47.3	48.8	340.2	310.4
Belgian-Flemish	108.8	123.0	433.4	518.5
Belgian-French	64.3	64.0	253.1	347.5
British	65.2	46.5	268.8	274.9
Chinese B	157.0	196.0	617.5	742.5
Danish	57.5	35.8	194.7	201.0
Dutch	58.0	17.0	217.6	231.1
Finnish	83.0	92.3	255.0	289.4
French	15.8	53.3	101.8	303.6
German	51.9	54.7	385.5	404.9
Iberian	1.5	—	6.0	31.0
Indian-English	67.5	109.5	519.5	614.5
Indian-Hindi	8.5	28.0	62.5	76.5
Italian	55.0	42.0	255.0	230.5
Korean	34.3	23.3	169.7	144.4
Latin American:				
Argentina	15.0	16.0	70.0	101.0
Brazil	7.0	5.0	16.0	24.0
Central America	8.0	12.0	35.0	49.0
Chile	15.0	12.0	61.5	50.5
Colombia	41.5	34.0	112.5	147.0
Ecuador	9.0	10.0	36.0	46.0
Mexico	92.0	75.4	322.4	251.8
Peru	11.0	8.0	42.0	49.5
Puerto Rico	6.0	3.0	25.5	26.0
U.P.B.	7.0	6.0	34.0	39.5
U.S. Spanish	8.5	10.5	100.0	53.5
Venezuela	33.5	8.0	71.0	59.5
New Zealand	47.0	63.0	291.0	99.0
Norwegian	11.5	19.0	48.5	120.5
South African	89.5	103.0	424.0	542.0
Swedish	17.0	25.0	105.0	89.5
Swiss-French	33.0	27.0	144.3	152.0
Swiss-German	41.0	37.0	189.0	211.5
Time International:				
Time-Asia	90.5	93.6	420.8	469.2
Time-Atlantic	112.5	99.8	570.9	553.3
Time-Canada	172.0	136.6	1,089.7	961.1
Time-Latin America	54.5	55.7	281.0	229.2
Time-South Pacific	132.5	122.9	505.0	623.2
Visao (52X)	107.0	95.7	772.4	652.4
Vision/Latin America (26X) A	34.7	37.5	148.7	141.6
Total Group	**4,844.3**	**4,725.0**	**23,219.5**	**23,698.0**
% change		+2.5%		-2.0%

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Monday, July 28, 1986

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

Ogilvy bets on scanners

Sees growth in shelf wars

By STEWART ALTER

NEW YORK—With media spending losing ground to sales promotion dollars, the Ogilvy Group is about to make a major move into supermarket shelf-space management consulting, redefining the "full service agency" concept.

This expansion appears to be a significant alternative to agency growth via megamerger. Ogilvy apparently is saying that growth will come from the marketing and distribution process. Merging agency billings, Ogilvy seems to believe, results in a greater combined market share of media spending which is flat or shrinking (see story, Page 65).

While many ad agencies, including Ogilvy & Mather, have sales promotion units, the Ogilvy approach reportedly will be the first to deal with the in-store fight for shelf space. It also is in sync with a growing trend among advertisers to emphasize tracking of store sales to measure advertising and marketing effectiveness.

While Saatchi & Saatchi Co. has created consulting and research links to the agency business with its acquisitions, Ogilvy's move differs in that it extends its marketing expertise and interests in an integrated communications and marketing package.

Ogilvy, in the current issue of its house publication, revealed it is "on-line with a shelf-space management system in New York to learn how it can help our clients." The emphasis in that article on scanning and "on-line" tests clearly indicates it expects to blend some kind of computer software-related service activity with its marketing expertise.

Ogilvy declined comment last week. But it has been making its rationale public, both in its agency magazine and in a speech delivered earlier at the American Mar-

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Prospectus

Omnicom not hurting despite account losses

By STEWART ALTER

Account gains have helped the three agencies planning to form Omnicom Group hold combined net revenue losses to only 2.2% since their intent to merge was disclosed last spring.

But two of the agencies, Doyle Dane Bernbach Group and Needham Harper Worldwide, have lost major contributors to their profits.

These and other inside details about BBDO International, DDB and Needham emerge in a joint prospectus issued last week detailing financial aspects of the combination that will create the No. 2 agency group, behind Saatchi & Saatchi Co., with combined billings of about $5 billion. Needham shareholders will meet Aug. 12, and BBDO and DDB shareholders Aug. 28, to vote on the proposed combine.

While much of the interest following the April 27 merger announcement has focused on account losses, it appears that BBDO's gain of Apple Computer and Needham's Michelob win, with combined revenues of $15.5 million, roughly offset the $16.7 million in lost revenues, excluding the planned spinoff and sale of Needham's Los Angeles office with about $100 million in billings.

BBDO's loss of Stroh Brewery and Quaker Oats represented $4.3 million, or 1.3% of its 1985 revenues, and $1.1 million, or 2.8% of its 1985 pretax income.

DDB was hit much harder. Its IBM Corp. and RJR Nabisco losses amounted to $8.7 million, or 4% of its revenues, but contributed $2.5 million, or 18.9% of 1985 profits.

Needham, whose 1985 net income exceeded DDB's, although its revenues were only 56% of DDB's, suffered slightly from the accounts it lost: Procter & Gamble (the former G.D. Searle & Co. brands), Sandoz Nutrition Corp., Tri-Honda Dealers and McDonald's Corp.'s Phoenix area franchisees. These clients generated revenues of $3.7 million, or 3.1% of Needham's 1985 revenues, and $241,000, or 2.1%, of its 1985 pretax income.

Needham's loss of the $41 million Xerox Corp. account before the merger was announced was not mentioned in the prospectus.

Also, Needham's Los Angeles office, handling accounts including

(Continued on Page 64)

Campbell return to BK may be tough on JWT

By BRIAN MORAN

J. Jeffrey Campbell's sudden resumption of day-to-day operating duties at Burger King Corp. has J. Walter Thompson USA braced for another wrenching twist in its tempestuous relationship with the troubled chain.

Jay Darling, following his sudden resignation as BK's president, revealed in an interview with ADVERTISING AGE last week that JWT had faced dismissal on the $200 million account. He said he put JWT on notice 10 months ago that it had one year to come up with its "absolute best" or lose BK as a client.

After last winter's dismal "Herb" promotion and an aborted spring ad effort for Chicken Tenders, JWT unveiled "Burger King town," its new, often critically acclaimed campaign (AA, May 26).

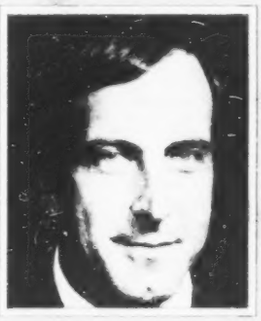
"There was no doubt that I was willing to pull the trigger if [JWT] didn't deliver, but they impressed me a lot," said Mr. Darling, who relinquished control to Mr. Campbell July 18 to become a BK franchisee.

The former president said he had to walk a tightrope during most of his high-pressured, eight-month tenure, as he sheltered the agency from irate BK franchisees who saw their sales fall while rival McDonald's feasted on its blockbuster McD.L.T. introduction.

"I felt I did a very good job of protecting the agency that I believed in," Mr. Darling said.

Yet despite initial favorable re-

(Continued on Page 66)



"Jeff (Campbell) is a tremendously powerful, forceful figure, and anytime he has given up total control it's left a vacuum that's been very hard to fill."

"He's the god of the hamburger business."

— Comments on Jeff Campbell, back in charge at Burger King

Last Minute News

ABC Entertainment goes with Grey, Fattel

LOS ANGELES—ABC Entertainment assigned its estimated $25 million account to Grey Entertainment, New York, already its agency for tv movie and miniseries advertising, and Fattel & Collins, Santa Monica, Cal., and said it intends to skew media spending toward radio and away from print. The tune-in and general promotion account had been pulled from McCaffrey & McCall, New York (AA, June 21), which retains the ABC Sports assignment. In 1985, ABC slashed print expenditures 40% while tripling its radio buys.

Quaker dumps health-claim ads for hot cereal

CHICAGO—Quaker Oats Co. has dropped plans to use tv spots that claim its long-cooking hot oats cereal helps reduce high blood-cholesterol levels that have been linked with heart disease, sources said. The spots, via Backer & Spielvogel, Chicago, reportedly failed to boost sales in test market (AA, March 3, *et seq.*). Quaker declined comment.

Sandoz drops Needham to relieve conflict

MINNEAPOLIS—Sandoz Nutrition Corp. dropped Needham Harper Worldwide, New York, from its $5 million Ovaltine account and as corporate agency of record, resolving a client conflict with Needham merger part-

(Continued on Page 8)

CBS' future under Tisches

What's in the cards for CBS now that the Tisch brothers, Laurence and Robert, appear to be there to stay? See Page 64.

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